EMBEDDEDWIKI

# THE LARGEST EMBEDDED PROJECTS PLATFORM

- Scalable documentation coverage for every silicon
- Increased adoption through real-world project examples
- Targeted advertising within the embedded engineering community
- Exceptional ROI with large cost savings on documentation

MIKROE
Time-saving embedded tools

## The Developer's Challenge

- Scattered information across the Internet.
- Countless hours spent searching for reliable code examples and documentation.
- Risk of incomplete or inaccurate resources.

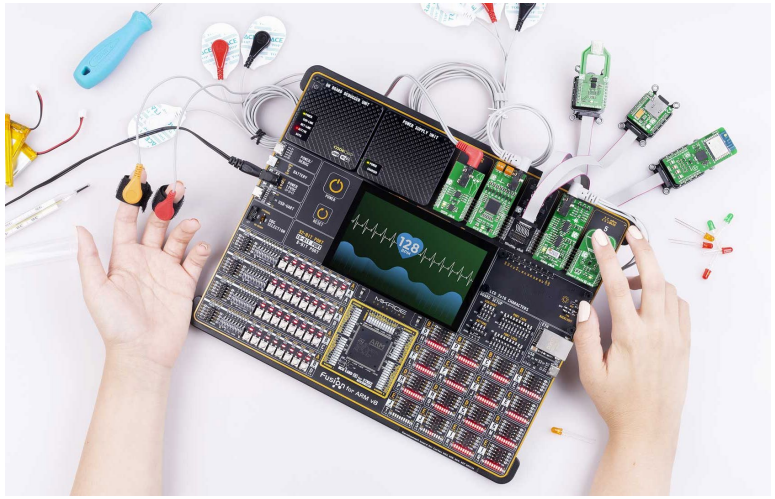
## How EmbeddedWiki Solves It?

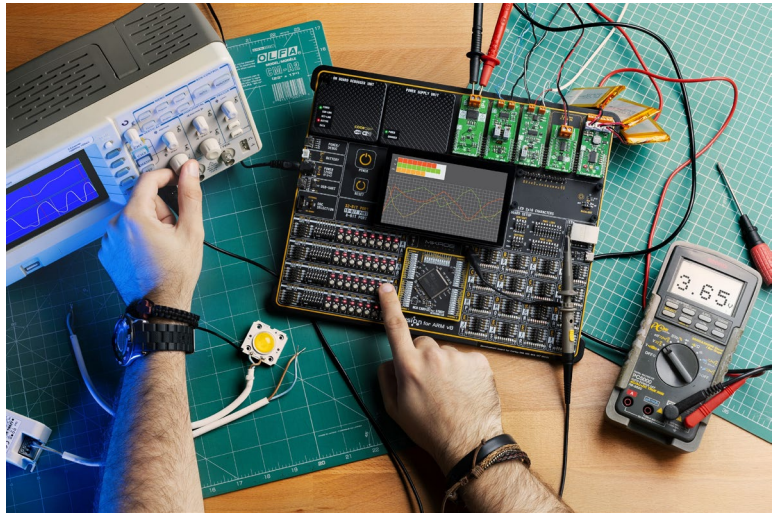
- Centralized, structured platform covering 230 embedded categories (Wireless, Audio, Sensors, etc.).
- Step-by-step projects and guides for every supported silicon, development board, and peripherals.
- Immediate access to 100% tested code, schematics, and implementation guidelines.

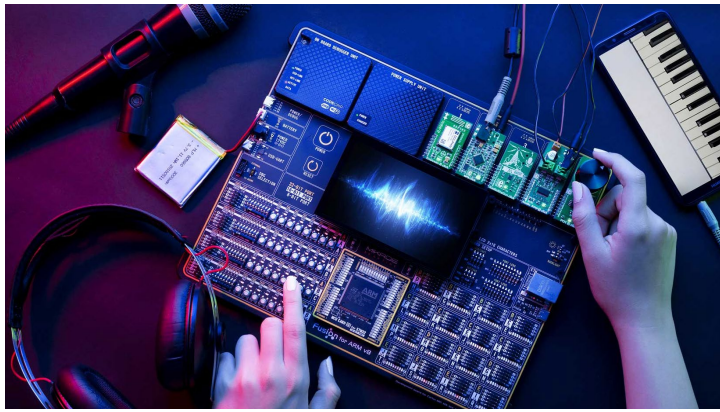
Generating complex projects

# Real-world applications

- Advanced projects combining multiple peripheral boards with your silicon-based hardware.
- Demonstrates practical use cases, increasing visibility and adoption.
- Large number of possible combinations.



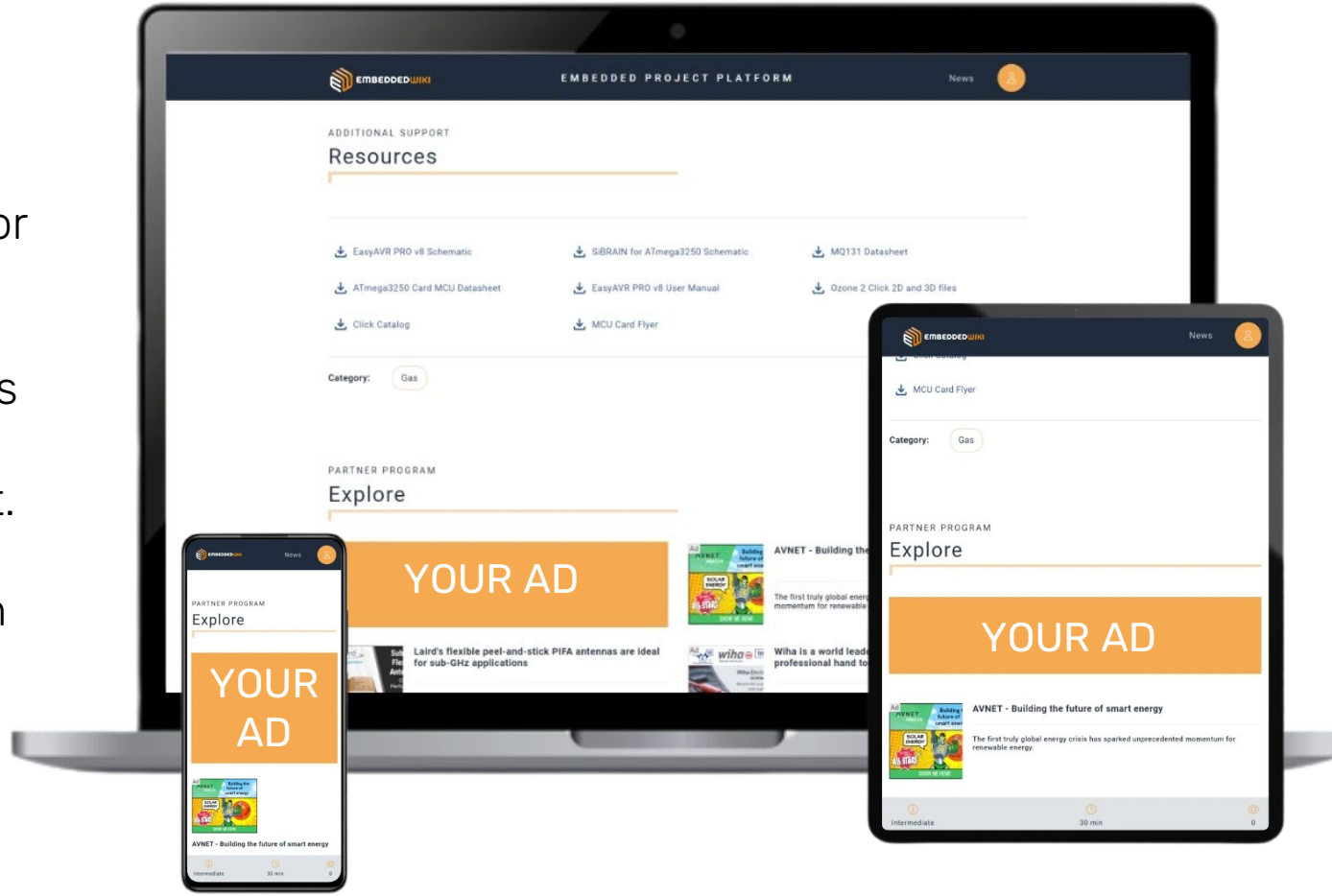




Your product deserves a spotlight

# Global visibility & advertisement

- Reach your ideal audience by Architecture or specific silicon domain.
- Schedule exactly when your banner appears for maximum relevance. Choose how many pages feature your ad to stay within budget.
- Easy Ad Setup— launch your campaign with just a few clicks. Quickly crop images, paste text, and link directly to your content.



Value Proposition for Silicon Vendors

# Supporting the Long-Tail Without Additional Cost

## Challenge

- Small and mid-sized customers (the long tail) often lack direct support, slowing down silicon adoption.

## Solution = EmbeddedWiki

- Scalable 24/7 self-service platform for all user levels, from hobbyists to design service companies, without increasing Renesas's support workload.
- Engineers will choose your silicon because of the reliable documentation, tested code, and real-world applications for their projects. For each silicon added, 1700+ projects are instantly available.

## Outcome

- Your silicon will reach a broader customer base, increasing adoption across the entire market spectrum while reducing support costs and development time.

Why choose EmbeddedWiki?

# Benefits and offerings

| | External Article | EmbeddedWiki |
|---|---|---|
| Payment method | By Article | By Library |
| Cost per article/project | $500 - $1500 | ~$0.08/month (based on $1/silicon) |
| Hours of work per article | 20-40 hours | 0 (content is generated instantly per silicon-Click combination) |
| Articles Per Silicon | 1 | 1700+ auto-generated combinations |
| Time To Publish | 2-4 weeks | Instant (upon silicon onboarding) |
| Scalability | Linear (each article requires full effort) | Exponential (silicon count × Click boards) |
| Total Documentation Value | $500 × N articles minimum | Millions in savings |
| Developer Access | Yes | 24/7, global access (ENG/CN/ES/JP/DE...) |
| Support Long-tail users | Limited, depends on platform | Built-in, self-service model |
| Promotion Capability | Not feasible | Targeted by architecture, family, application |
| ROI for Vendor | Low to Moderate | Exceptional |

# Possible Questions:

## How often is EmbeddedWiki content updated?

EmbeddedWiki content is updated daily, aligned with product releases and new Click board additions. This ensures that documentation remains relevant and grows continuously alongside MIKROE's ecosystem.

## Can we request specific projects or examples?

Absolutely. We are open to collaborating on Solutions projects that specifically highlight your MCU family's strengths and key application areas, ensuring your products gain maximum exposure through real-world use cases.

## Can we control advertising placement?

Yes. You have full flexibility in targeting your advertising – by architecture, MCU family, or specific application categories. You can also define the duration and scope of your campaign for maximum ROI.

## How do you ensure the quality and accuracy of projects?

Each project follows standardized testing procedures, ensuring 100% functional code, correct schematics, and validated implementation guidelines.

## What if we want to add a new MCU or modify existing content?

Adding new MCUs is part of our standard process – once integrated into NECTO Studio, their documentation footprint expands automatically on EmbeddedWiki. We also continuously maintain and improve existing content based on feedback.

## Why pay $1 per MCU when we could develop our own documentation?

While developing documentation in-house is possible, scaling it to match EmbeddedWiki's 1700+ project combinations per MCU requires significant time, resources, and expertise. Our model delivers exceptional cost savings, unlocking documentation worth millions for just $1 per silicon.

# Be part of the platform that expands the visibility and reach of your proven silicon

MIKROE

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