MIKROE
Time-saving embedded tools

Overview of MIKROE services

CUSTOMER SUCCESS PARTNERSHIP

Filling the gaps in your dev tools department or becoming one for you.

Table of Content:

HARDWARE DESIGN
SOFTWARE DESIGN
SUPPLY CHAIN MANAGEMENT
GO-TO-MARKET
POST LAUNCH SUPPORT

HARDWARE DESIGN

DEVELOPMENT BOARDS | SMART DISPLAYS | PERIPHERAL BOARDS |

MICROCONTROLLER CARDS | PROGRAMMER / DEBUGGERS

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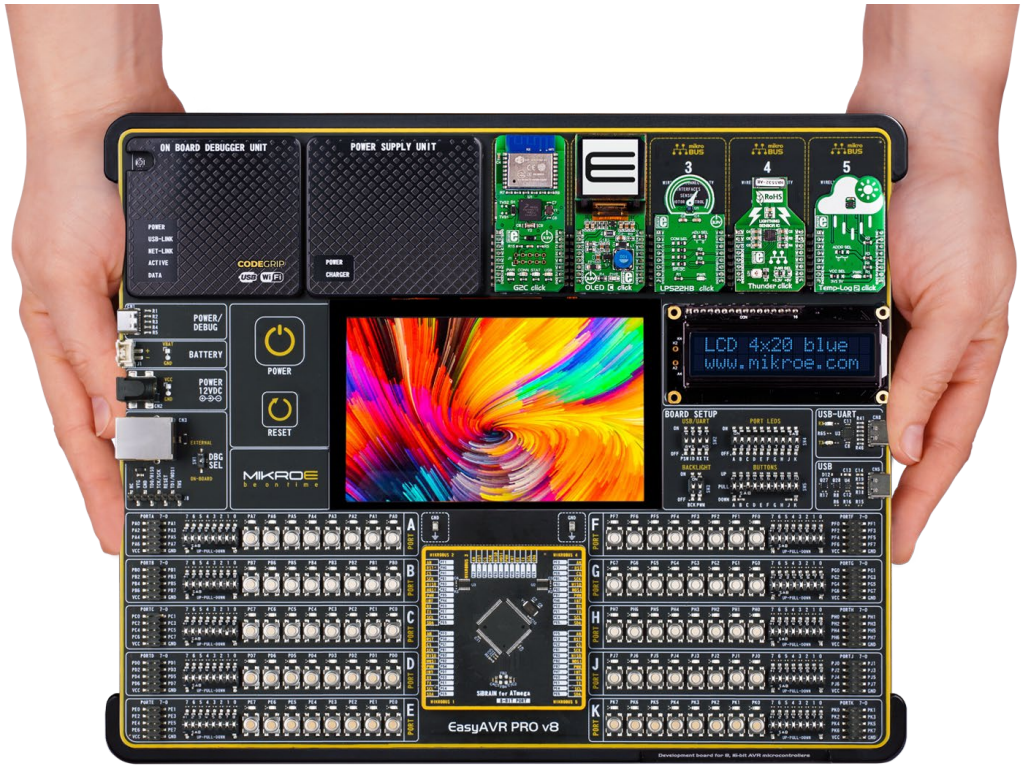
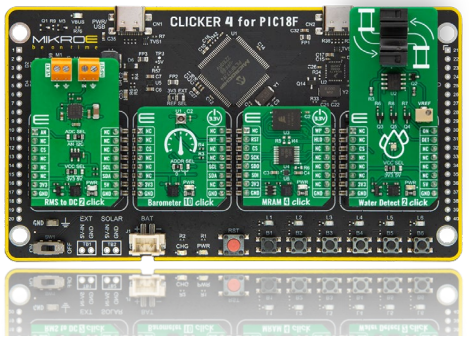
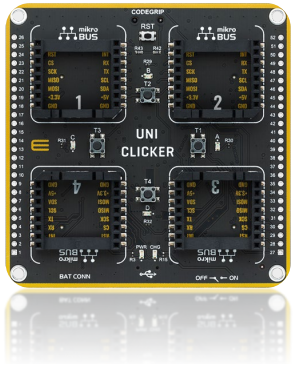
From starter to feature-rich boards

DEVELOPMENT BOARDS

Design, test and production of development boards of varying complexity: from starter boards to advanced, feature-rich boards.







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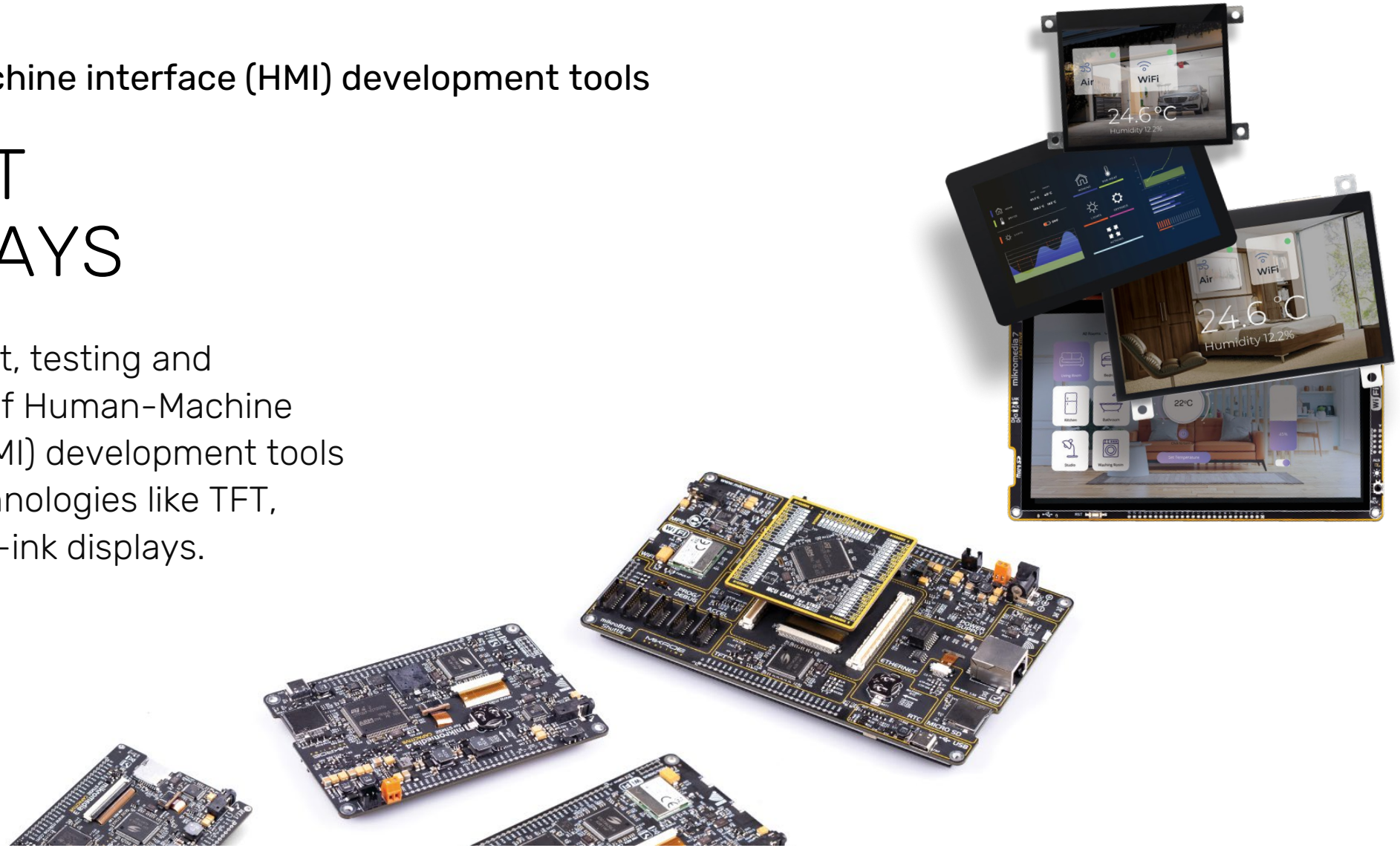
Human-machine interface (HMI) development tools

SMART DISPLAYS

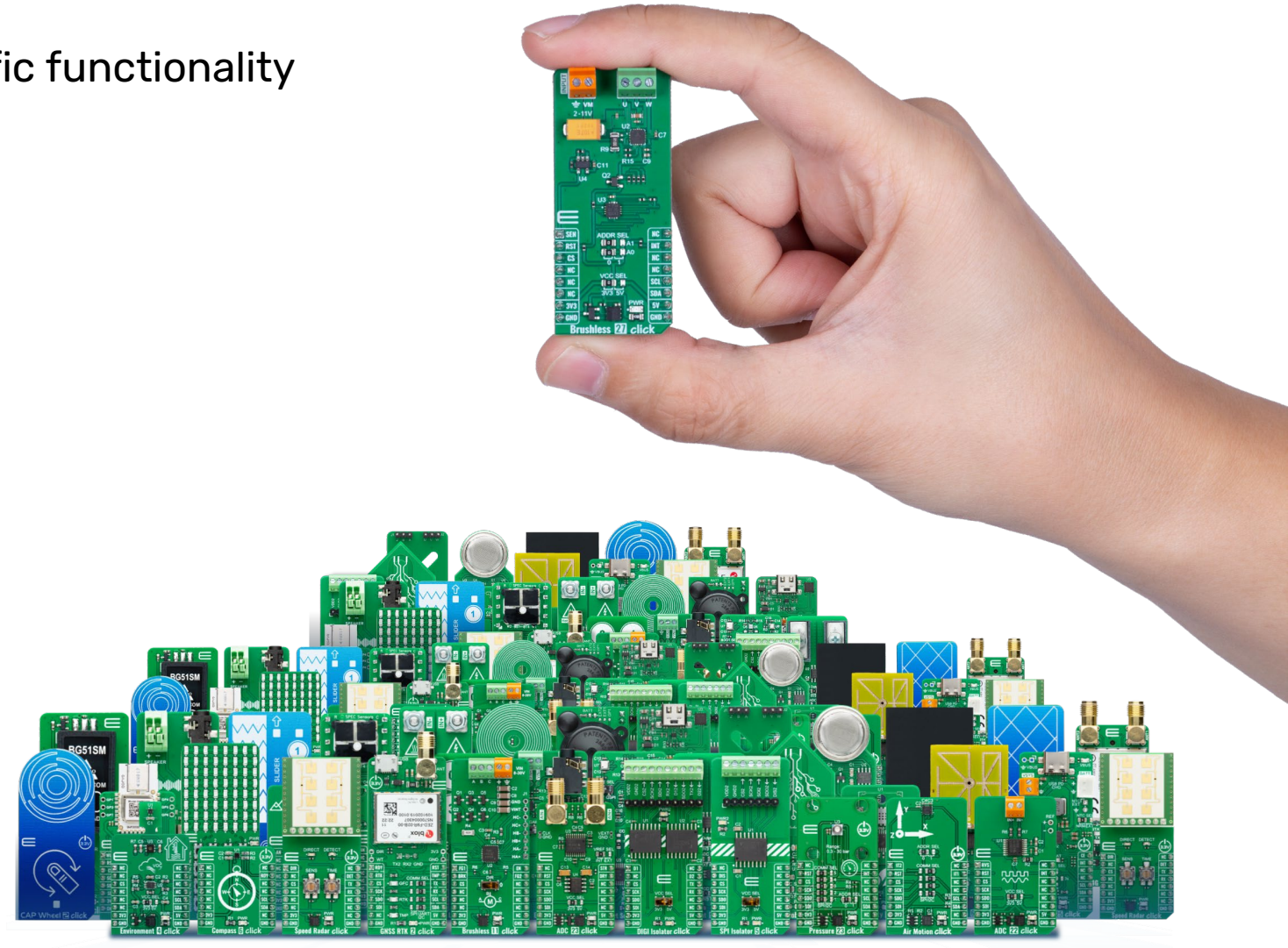
Development, testing and production of Human-Machine Interface (HMI) development tools utilizing technologies like TFT, OLED, and E-ink displays.



Pre-built and tested modules with specific functionality

PERIPHERAL BOARDS

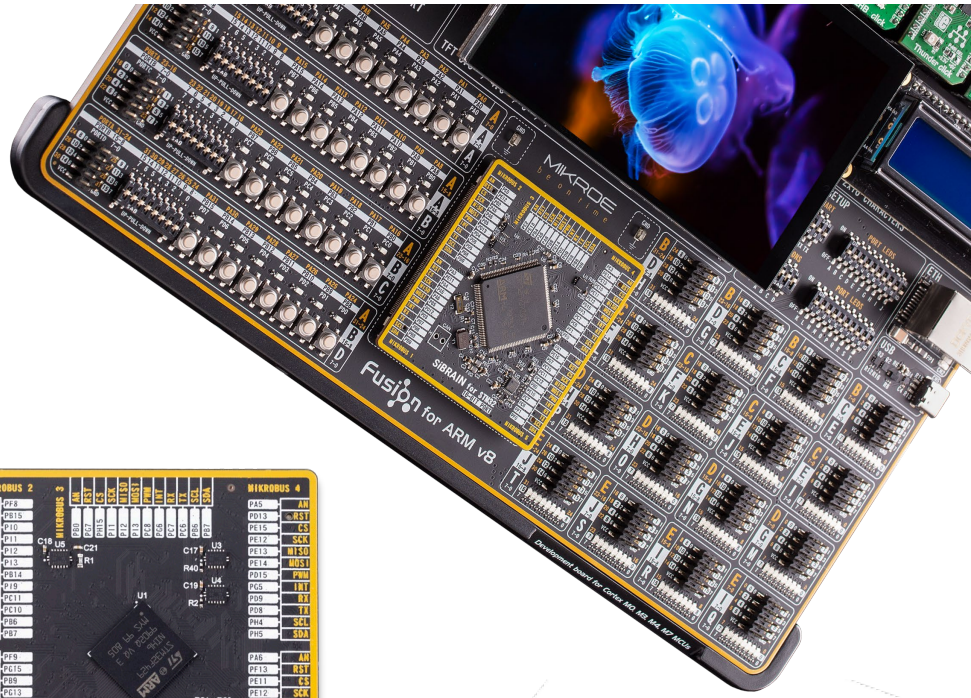
Design, test and production of standardized peripheral boards to support various functionalities such as: Wireless, Sensors, Interface, Display & LED, Mixed Signal, Storage, Motor Control, Audio & Voice, HMI, Clock & Timing, Power Management.

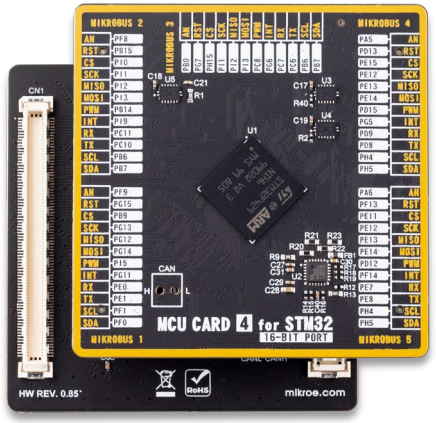


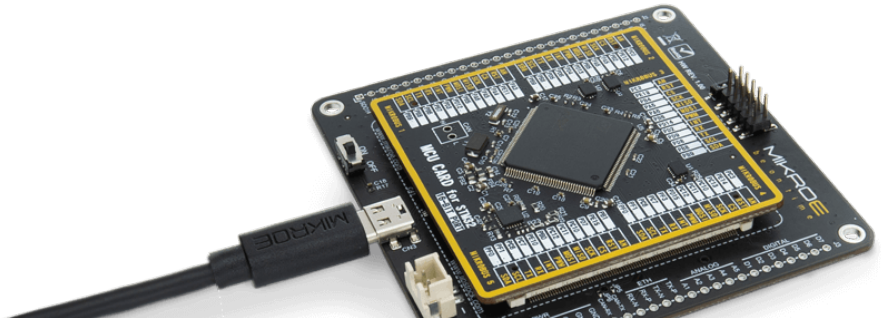
From low to high speed & pin count

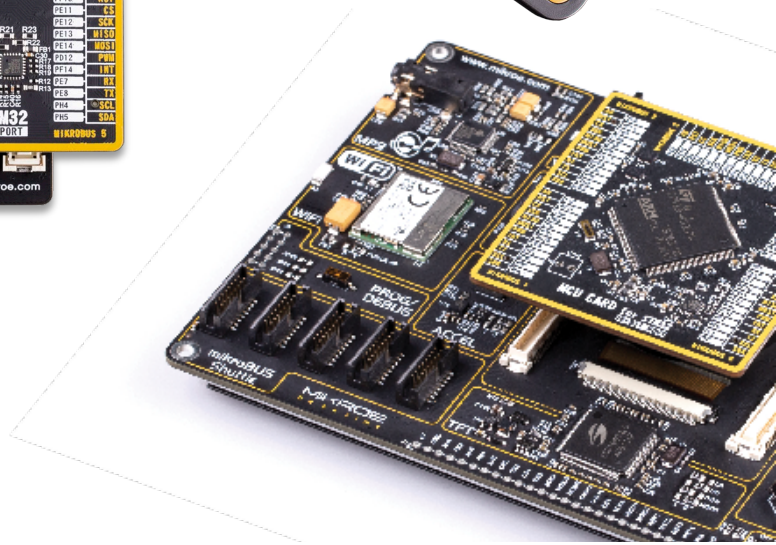
MICROCONTROLLER CARDS

Creating, testing and production of microcontroller cards following SiBRAIN and other industry standards to ensure flexibility and scalability.









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Advanced programming and debugging tools

PROGRAMMER/ DEBUGGER

Development, testing and production of programmer and debugger tools with USB and Wi-Fi connectivity to support diverse development environments.

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HARDWARE DESIGN
SOFTWARE DESIGN
SUPPLY CHAIN MANAGEMENT
GO-TO-MARKET
POST LAUNCH SUPPORT

SOFTWARE DESIGN

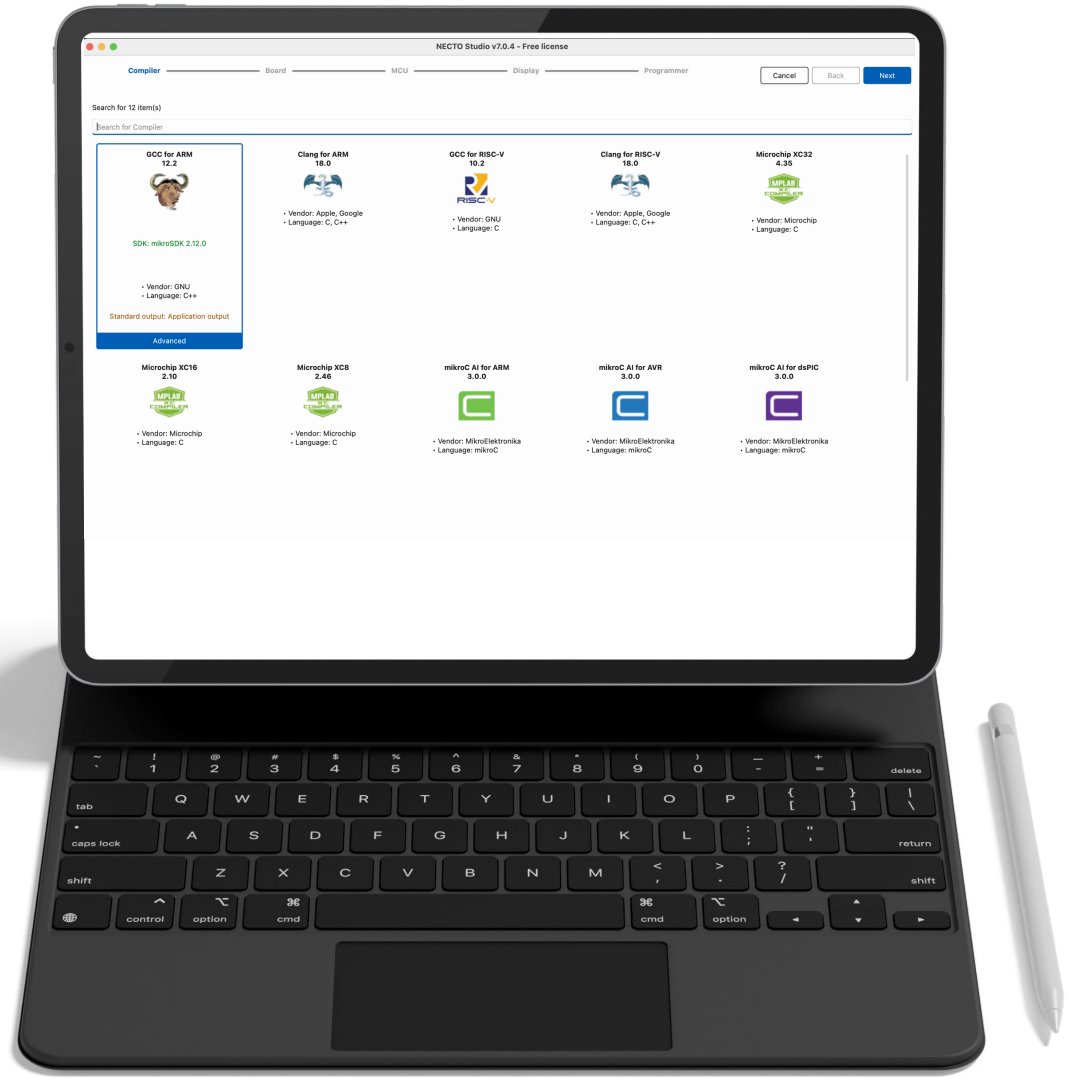
COMPILER | INTEGRATED DEVELOPMENT ENVIRONMENT |

PROGRAMMING / DEBUGGING | SDK / LIBRARIES

Make new compilers or enhance existing ones

COMPILER

Development of a new one, or maintenance and enhancement of existing ones, ensuring compatibility with the latest hardware.



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Work natively on all three OSs

INTEGRATED DEVELOPMENT ENVIRONMENT (IDE)

Development of a new IDE or expansion of existing IDEs with features that support your silicon, and various hardware tools.

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Include your silicon in existing tools or create new ones

PROGRAMMING & DEBUGGING

Creating tools for efficient programming and debugging, including scripts for code read/write operations and advanced debugging sequences.

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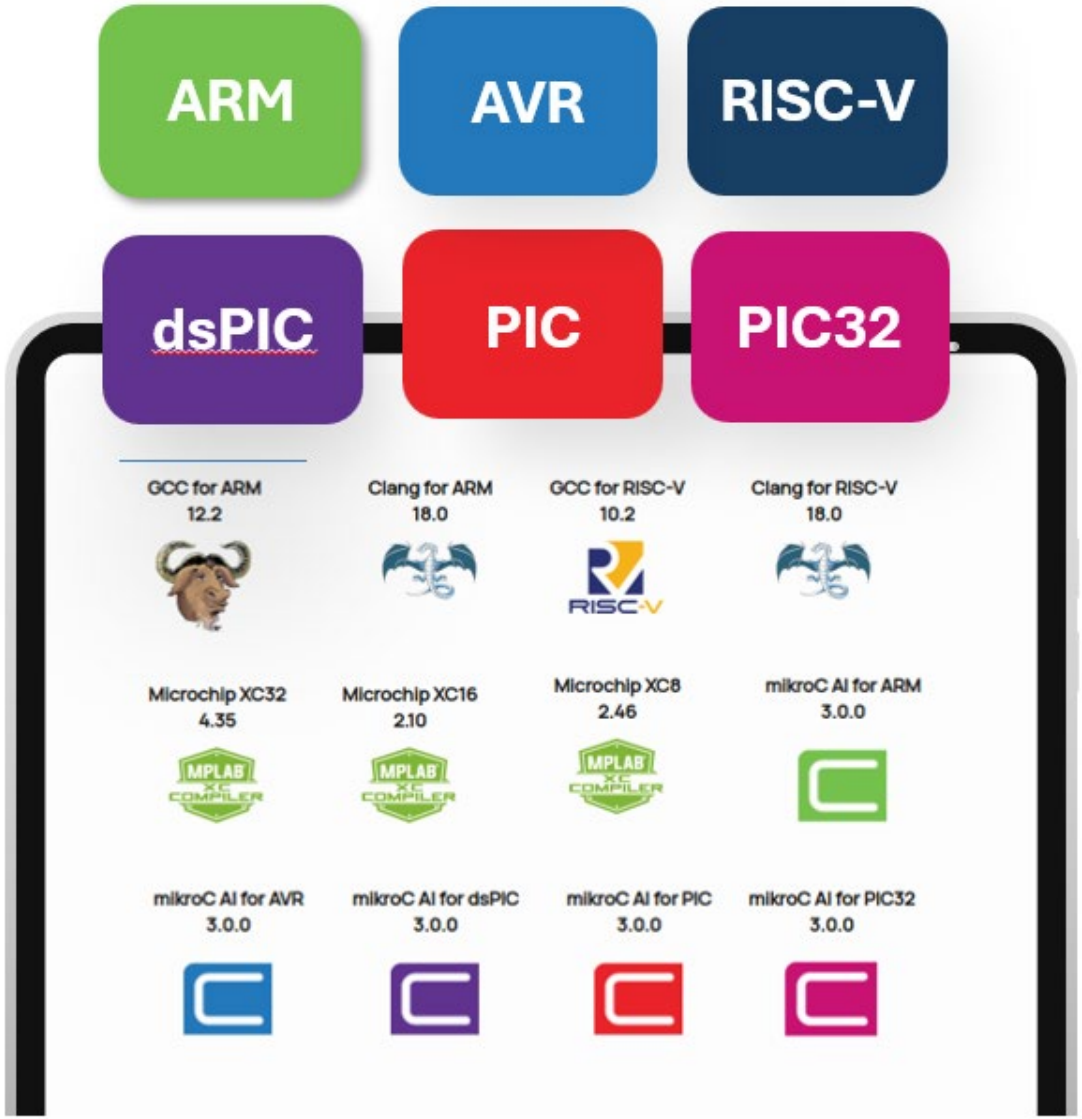
From low-level to high complexity

SDK/LIBRARIES

Creating a new one or adding your silicon to an existing SDK, and writing low-level libraries, middleware and high-complexity projects.



HARDWARE DESIGN
SOFTWARE DESIGN
SUPPLY CHAIN MANAGEMENT
GO-TO-MARKET
POST LAUNCH SUPPORT

SUPPLY CHAIN MANAGEMENT

PROCUREMENT | PRODUCTION | TEST | PACKAGING | LOGISTICS

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Strategic component selection

PROCUREMENT

Selection and prioritizing of critical components and materials, ensuring timely and cost-effective production.

Flexible & on-time

IN-HOUSE PRODUCTION

Managing in-house production processes, ensuring high quality and on-time product delivery.

Prevent last-minute issues

PRODUCT TESTING

Developing comprehensive testing procedures, including the design and use of test jigs and test stations, to ensure product reliability.

Protect your product with sustainable and safe packaging

PACKAGING

Design and implementation of packaging solutions, focusing on sustainability and product protection.

Optimized shipping logistics

IN-HOUSE LOGISTICS

Delivery and stock refillment of major distributors like DIGI-KEY, Mouser, RS, Farnell, Arrow, Avnet and others, in compliance with international regulations.

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HARDWARE DESIGN
SOFTWARE DESIGN
SUPPLY CHAIN MANAGEMENT
GO-TO-MARKET
POST LAUNCH SUPPORT

GO-TO-MARKET STRATEGY

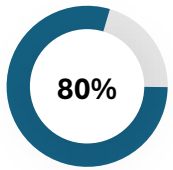
SALES CHANNELS | CONTENT CREATION | AMPLIFICATION | EXAMPLES & DEMONSTRATIONS

EMBEDDEDWIKI | PLANET DEBUG

Diversified sales channels for targeted outreach

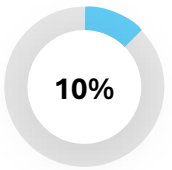
SALES CHANNELS

Diversified sales channels: e-commerce platforms, channel partners, direct B2B sales, and targeted sectors like education and government.



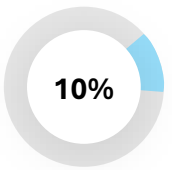
INDUSTRIAL

Companies
Professional engineers
Silicon vendors
Distribution



MAKERS

Hobbyists
Students



UNIVERSITY

Institutions
Laboratories

High-quality content to showcase products

CONTENT CREATION

Producing high-quality content, including blog posts, detailed product pages, high-resolution images, schematics, user manuals, and videos.

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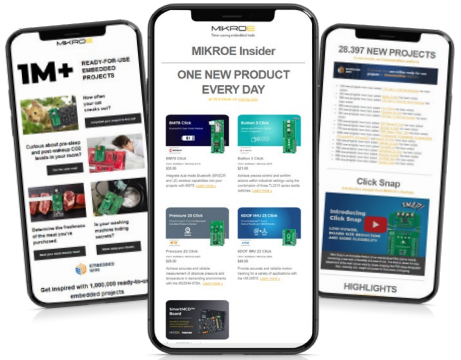
Boost product visibility through various channels

PRODUCT AMPLIFICATION

Promoting products through banners, social media campaigns, newsletters, press releases, success stories, and targeted outreach for use-cases.

50+
MEDIA OUTLETS



70k+
NEWSLETTER AUDIENCE

90k+
SOCIAL MEDIA

60k 11k 5k
15k 5k

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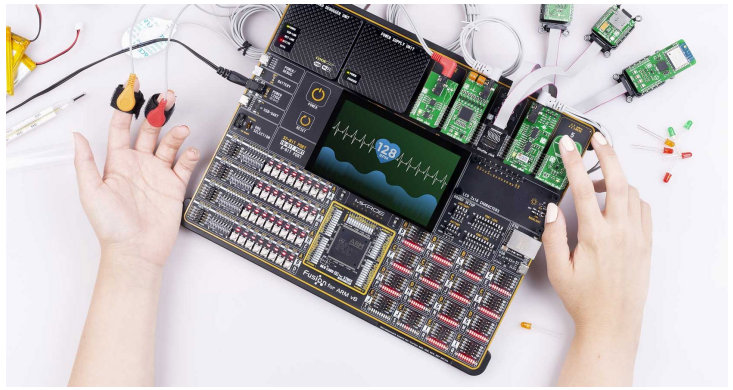
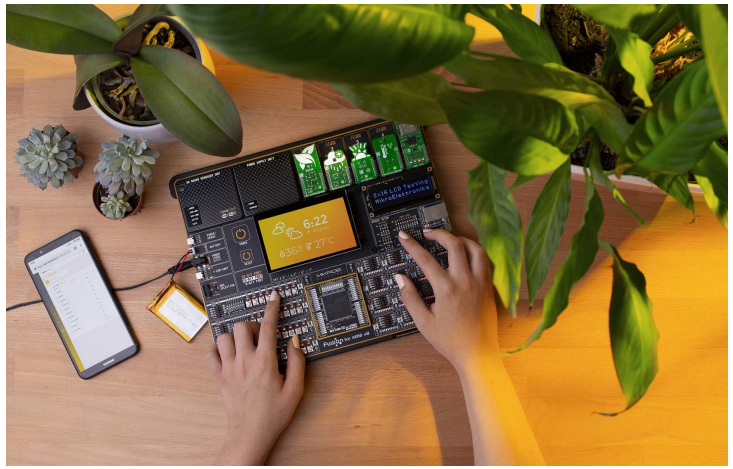
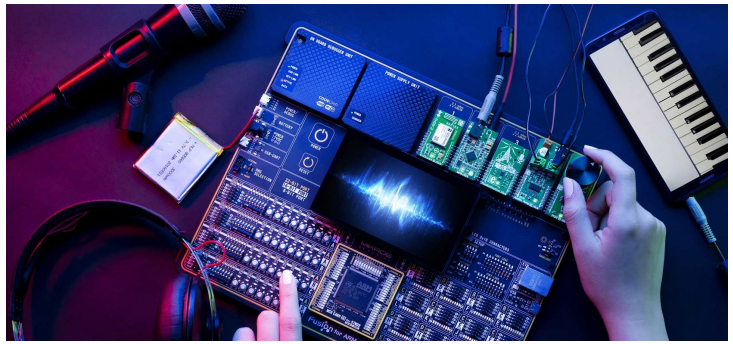
Product demonstration

EXAMPLES AND DEMONSTRATION

Developing and showcasing trade show demos and complex projects, integrating both software and hardware.







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1.500.000+ embedded projects platform

EMBEDDEDWIKI PLATFORM

Featuring your silicon on EmbeddedWiki, world's largest embedded projects platform with 1.5M+ ready-to-use embedded projects, that serves as a starting point for engineers developing products or applications.

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Industry 4.0 IoT remote lab

REAL-TIME REMOTE ACCESS TO YOUR SILICON

Offering your customers real-time, remote access to complex applications built with your silicon, following the PR announcement.

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HARDWARE DESIGN
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POST LAUNCH SUPPORT

TECHNICAL SUPPORT | CUSTOMER SERVICE | DESIGN SERVICE | CONTRACT MANUFACTURING

PRODUCT CUSTOMIZATION | DATA SHARING

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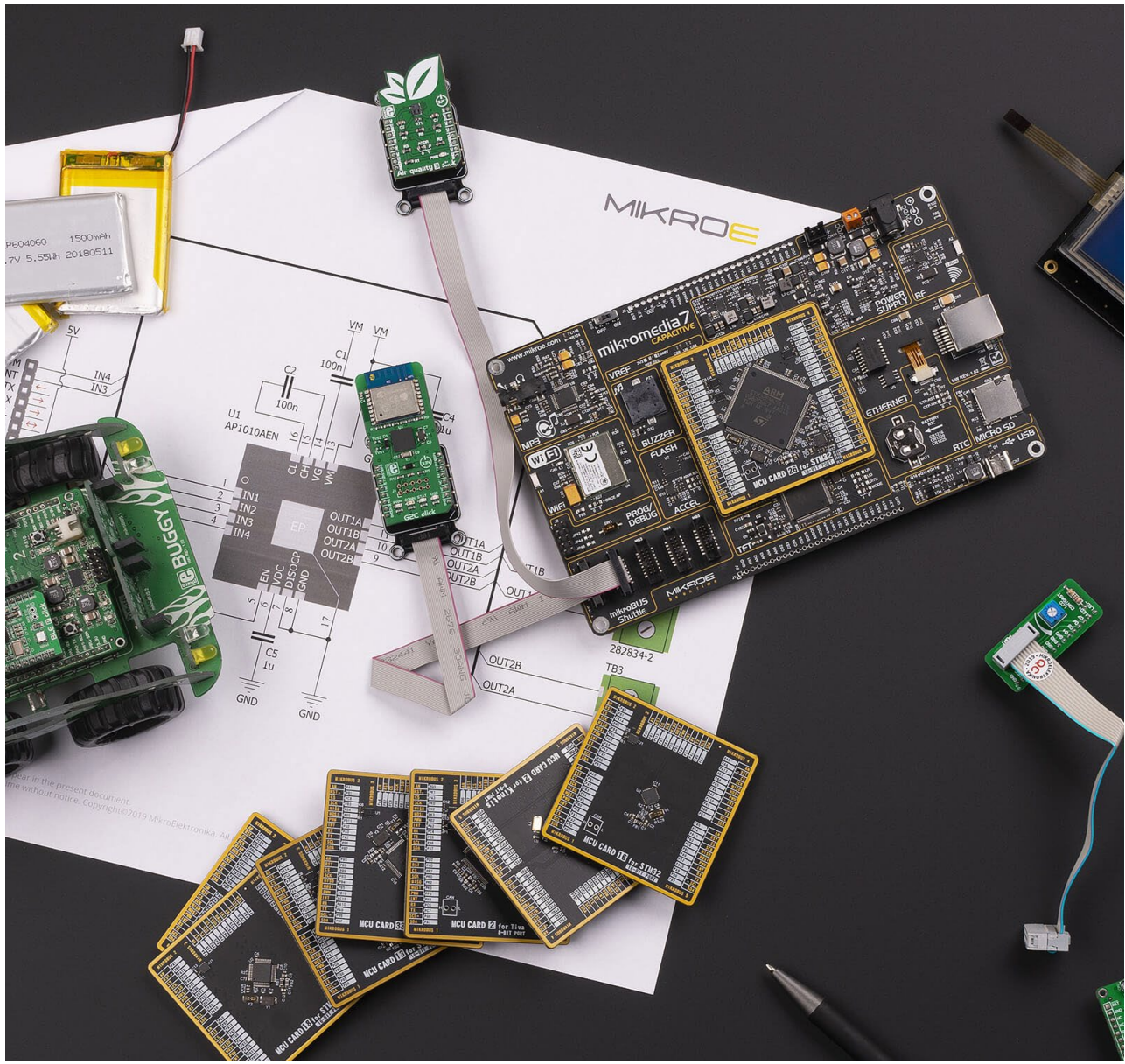
Long-tail market segment

TECHNICAL SUPPORT

Provide ongoing technical support, including troubleshooting and problem resolution.



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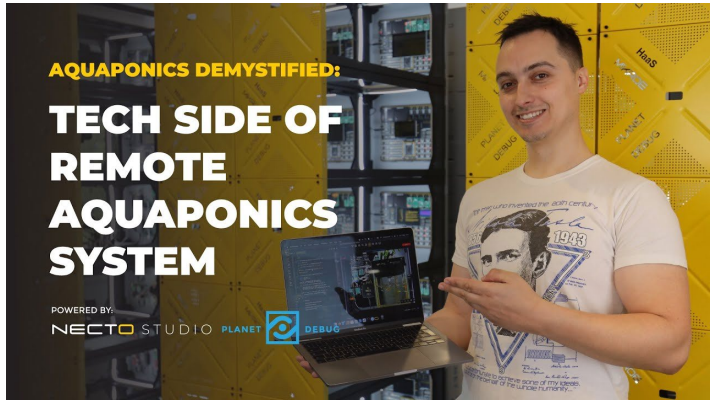
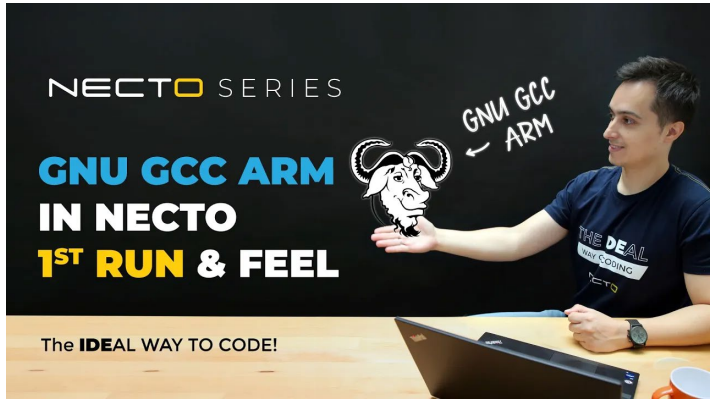
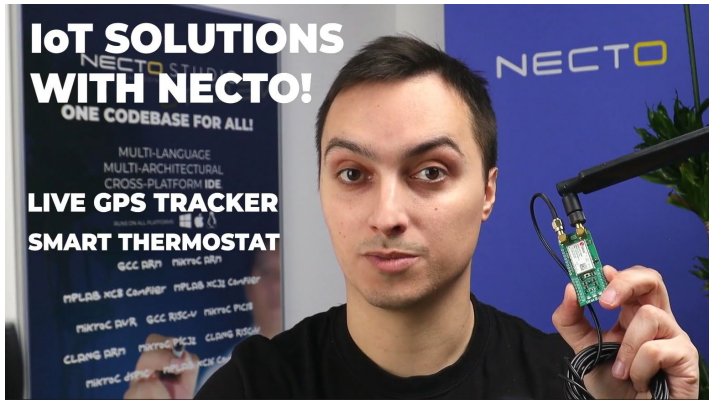
Proactive customer engagement

CUSTOMER SERVICE

Offer your customers proactive service through first-contact support and engage with them through webinars and seminars to provide additional training.







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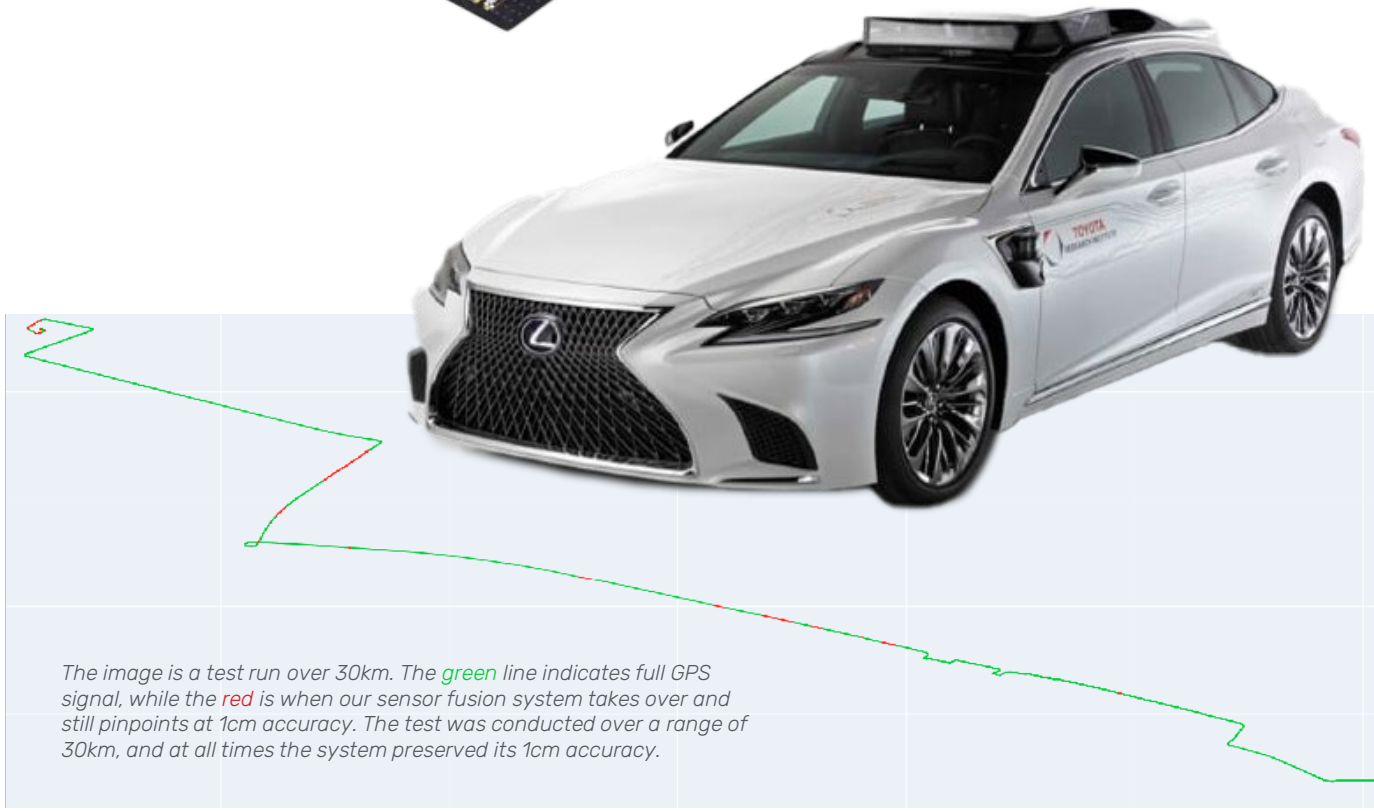
Turn your customers creativity into reality

DESIGN SERVICE

Offer custom design services for new prototypes and product development, based on your customer feedback and market demand.

Our company is responsible for 1cm GPS pinpoint accuracy on the Toyota smart city vehicle seen in the image.



The image is a test run over 30km. The green line indicates full GPS signal, while the red is when our sensor fusion system takes over and still pinpoints at 1cm accuracy. The test was conducted over a range of 30km, and at all times the system preserved its 1cm accuracy.

High-volume production or limited runs

CONTRACT MANUFACTURING

Guarantee fast, high-quality product manufacturing with on-time delivery.

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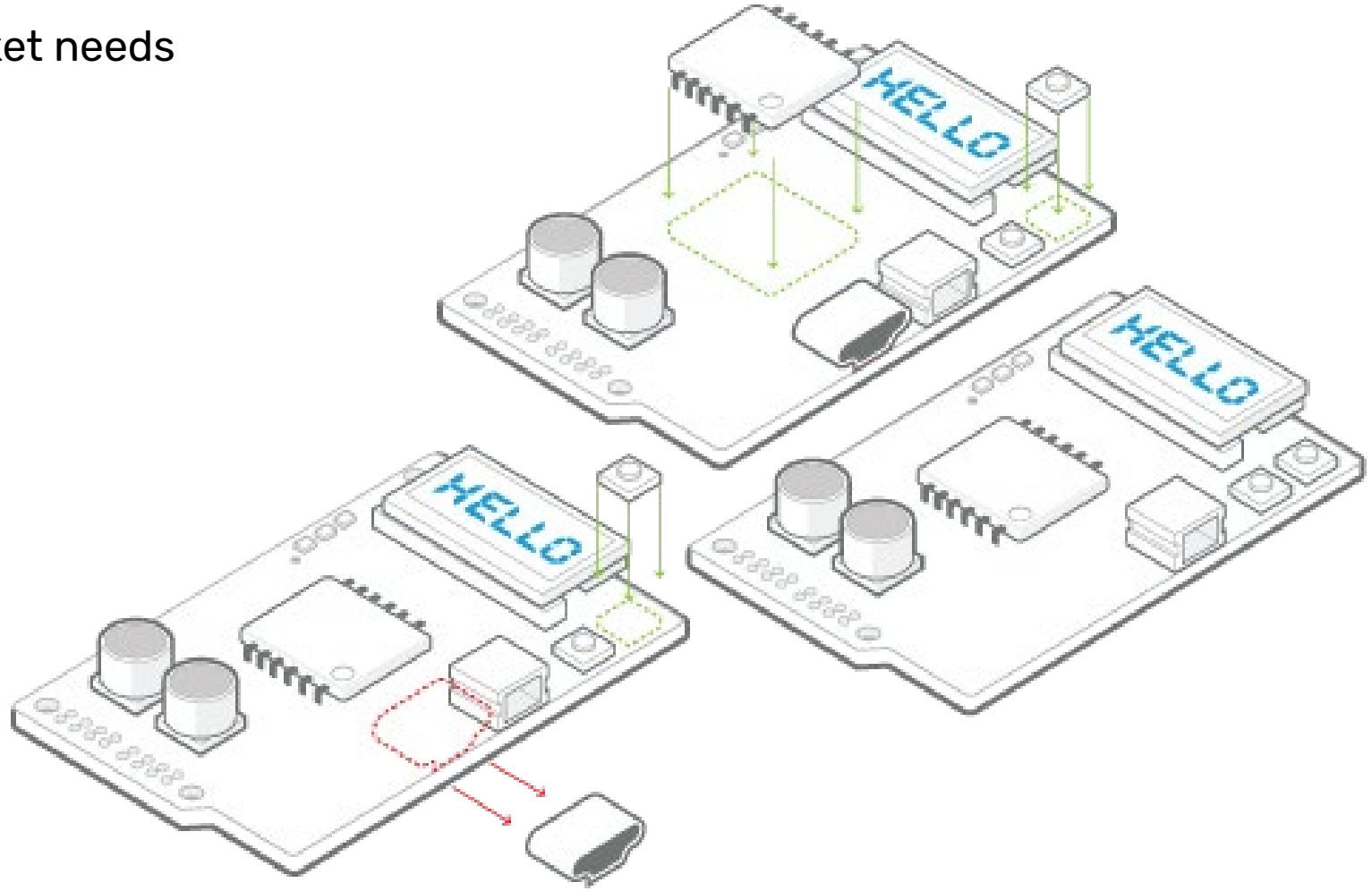
Quickly adapt to customer or market needs

PRODUCT CUSTOMIZATION

Implement customer-requested product changes, ensuring quick turnaround time and minimal disruption.



Make smart decisions with real-time insights

DATA SHARING

Enhance product sales with real-time data on customer purchase patterns, and usage statistics.

LOOKING FORWARD TO LIFT UP OUR MUTUAL CUSTOMERS!

THANK YOU FOR YOUR TIME!