

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	3
SOFTWARE DESIGN	9
SUPPLY CHAIN MANAGEMENT	14
GO-TO-MARKET STRATEGY	20
POST LAUNCH SUPPORT	27

HARDWARE DESIGN

SOFTWARE DESIGN

SUPPLY CHAIN MANAGEMENT

GO-TO-MARKET

POST LAUNCH SUPPORT

HARDWARE DESIGN

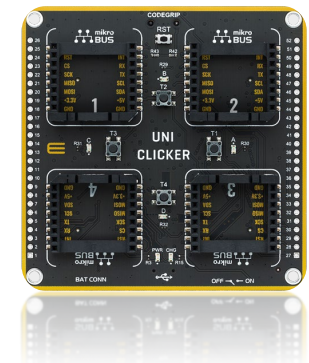
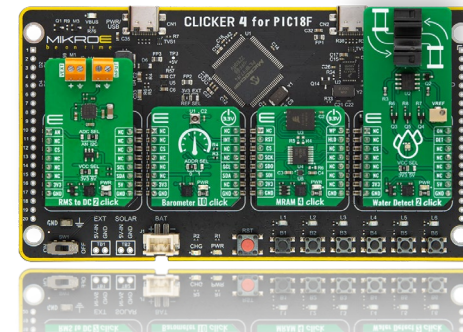
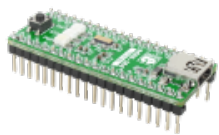
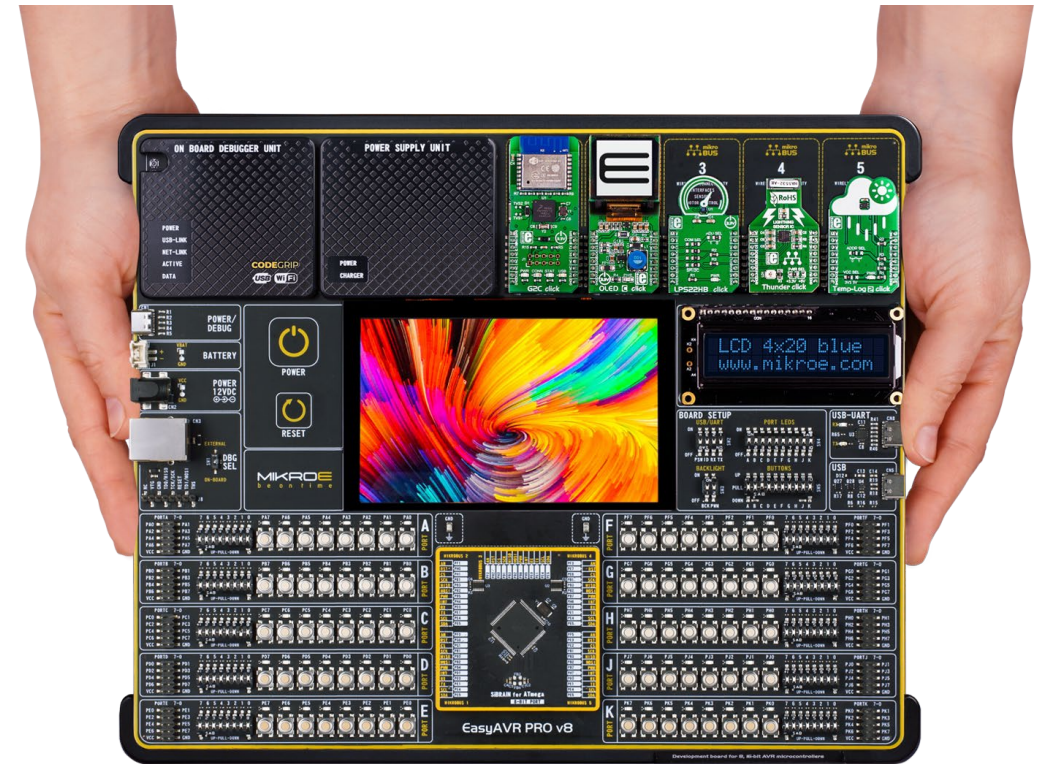
DEVELOPMENT BOARDS | SMART DISPLAYS | PERIPHERAL BOARDS |

MICROCONTROLLER CARDS | PROGRAMMER / DEBUGGERS

From starter to feature-rich boards

DEVELOPMENT BOARDS

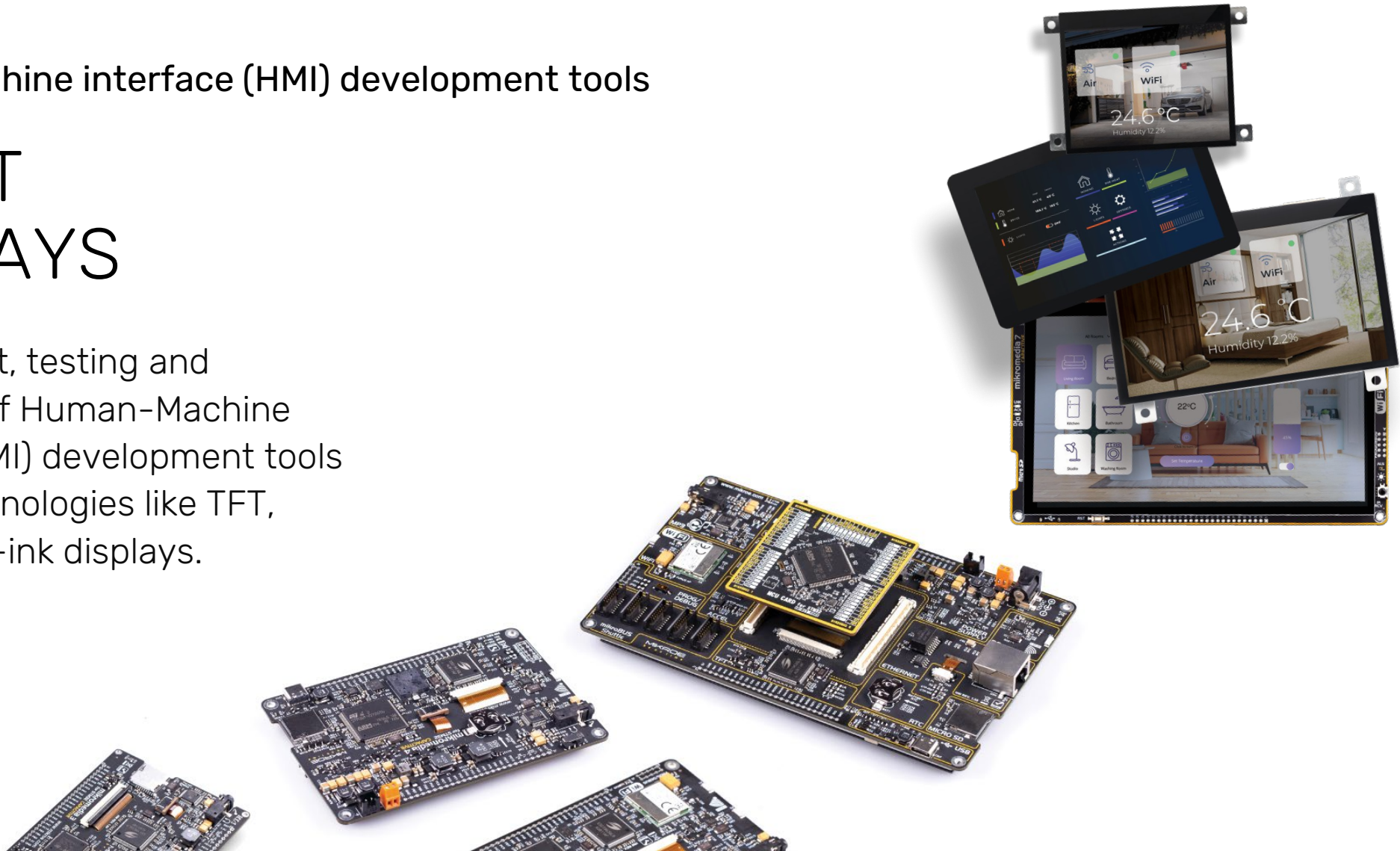
Design, test and production of development boards of varying complexity: from starter boards to advanced, feature-rich boards.



Human-machine interface (HMI) development tools

SMART DISPLAYS

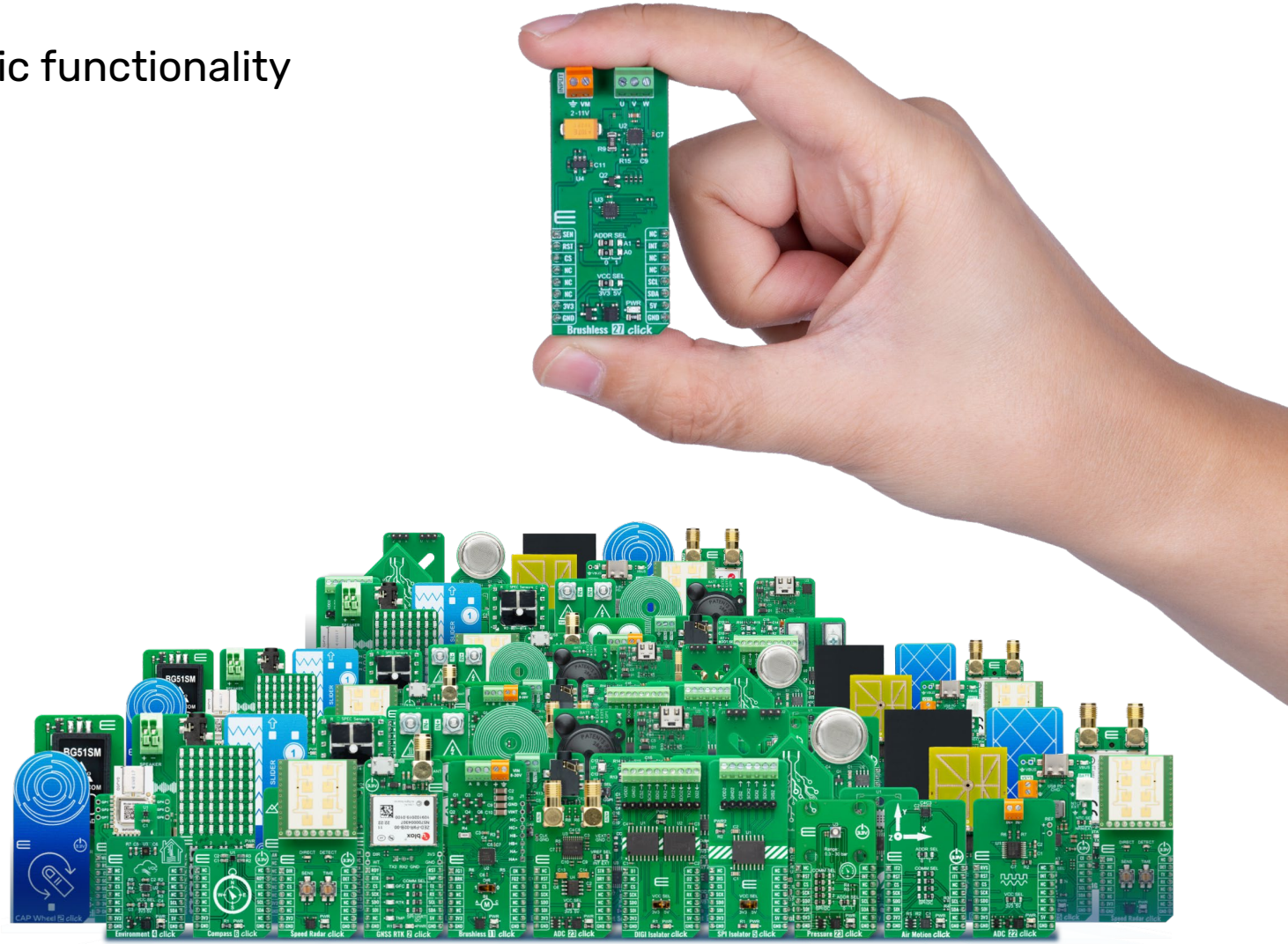
Development, testing and production of Human-Machine Interface (HMI) development tools utilizing technologies like TFT, OLED, and E-ink displays.



Pre-built and tested modules with specific functionality

PERIPHERAL BOARDS

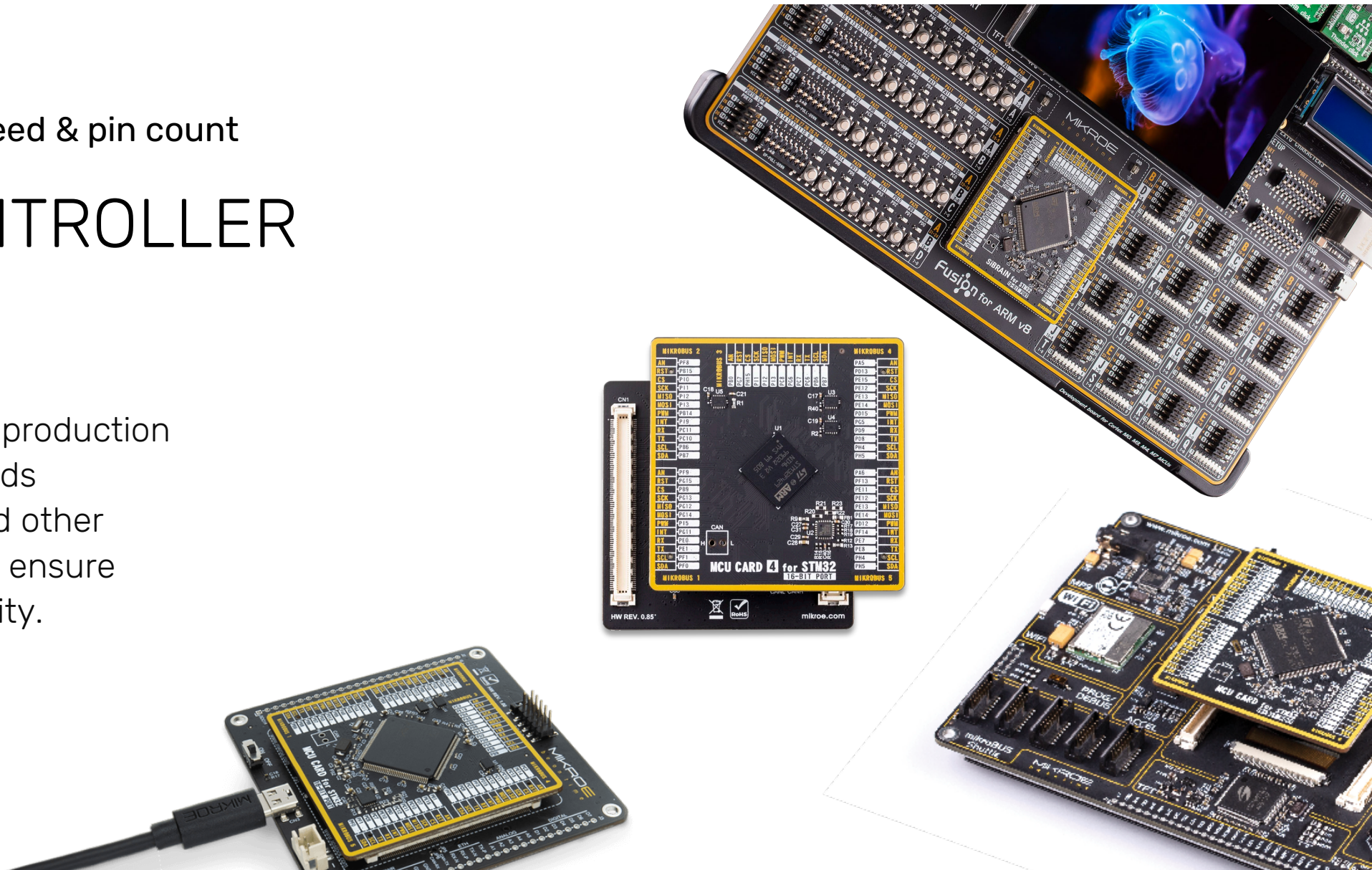
Design, test and production of
standardized peripheral boards to
support various functionalities such as:
Wireless, Sensors, Interface, Display &
LED, Mixed Signal, Storage, Motor
Control, Audio & Voice, HMI, Clock &
Timing, Power Management.



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.



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.



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

SOFTWARE DESIGN

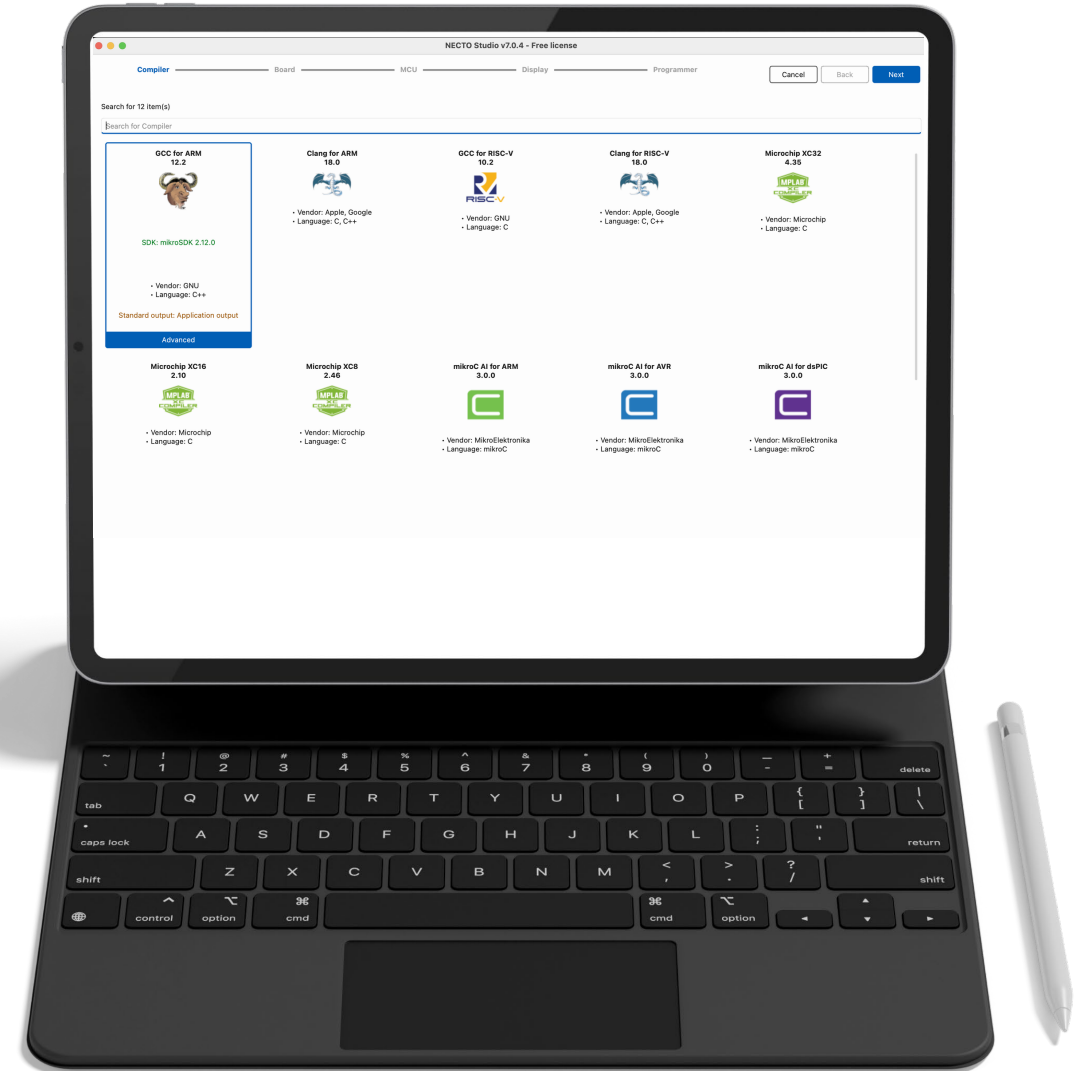
COMPILER | INTEGRATED DEVELOPMENT ENVIRONMENT |

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.



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.

Customer Success Partnership



Include your silicon in existing tools or create new ones

PROGRAMMING & DEBUGGING

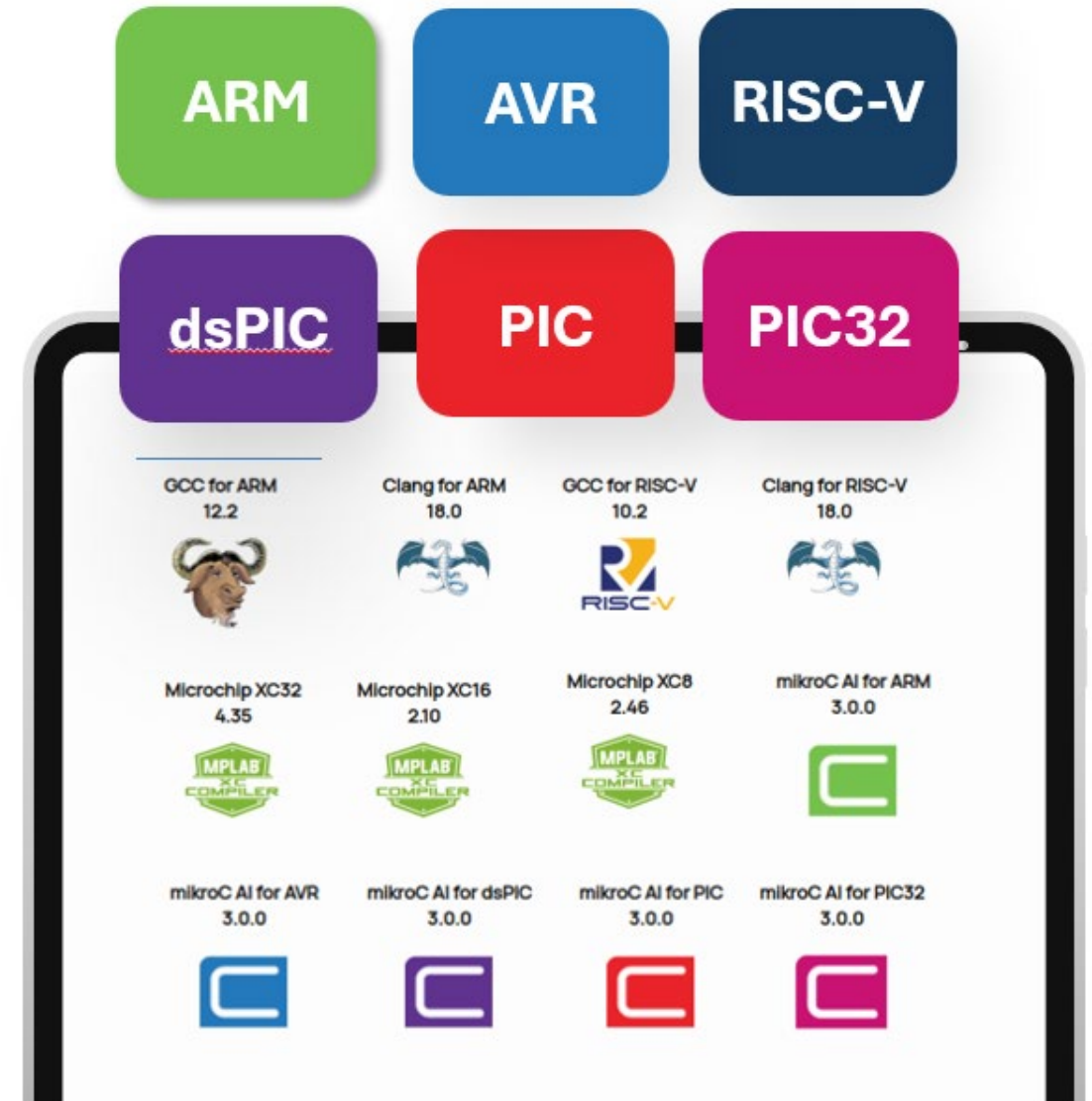
Creating tools for efficient programming and debugging, including scripts for code read/write operations and advanced debugging sequences.



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

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.

Customer Success Partnership



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

GO-TO-MARKET STRATEGY

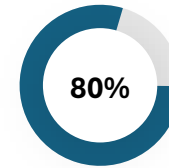
SALES CHANNELS | CONTENT CREATION | AMPLIFICATION | EXAMPLES & DEMONSTRATIONS

EMBEDDEDWIKI | PLANET DEBUG

Diversified sales channels for targeted outreach

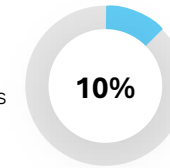
SALES CHANNELS

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



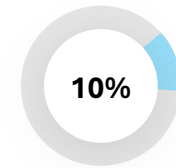
INDUSTRIAL

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.

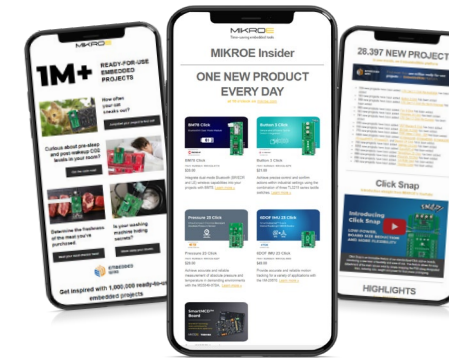


Boost product visibility through various channels

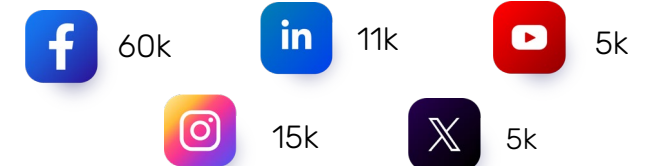
PRODUCT AMPLIFICATION

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

50+
MEDIA OUTLETS



90k+
SOCIAL MEDIA

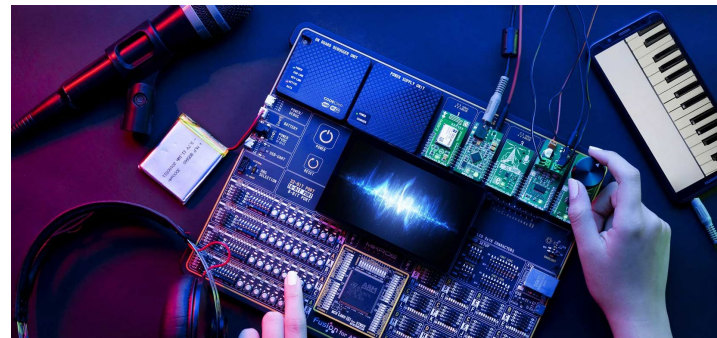
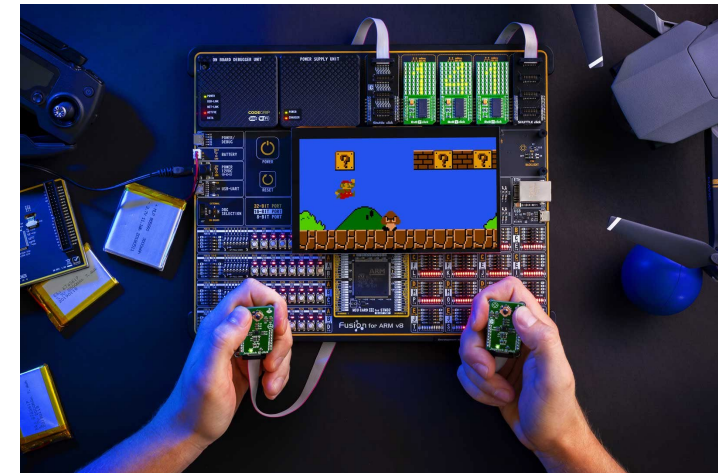
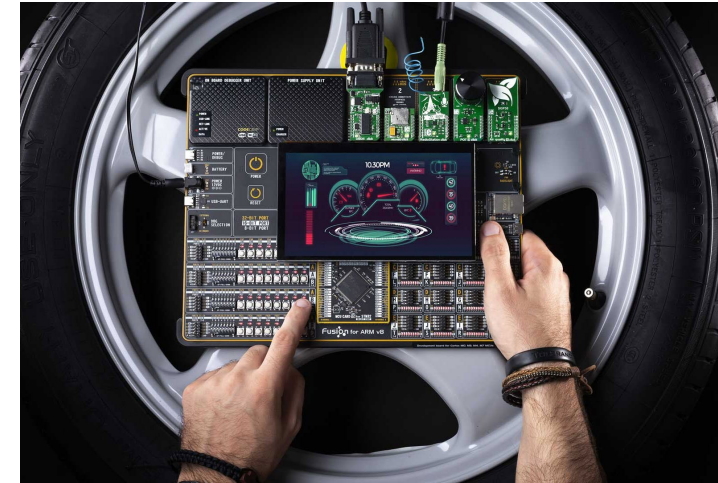
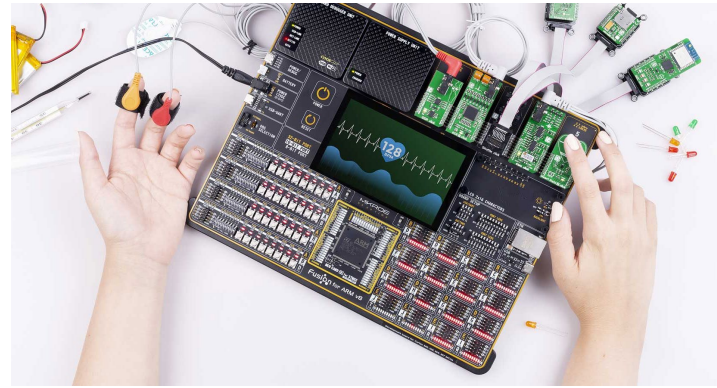


70k+
NEWSLETTER AUDIENCE

Product demonstration

EXAMPLES AND DEMONSTRATION

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



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.



Create status indicators, visual cues, and feedback through coded lighting in various applications

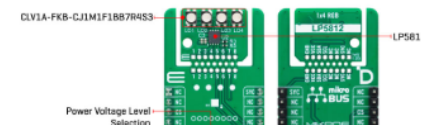
HARDWARE OVERVIEW

How does it work?

1x4 RGB Click is based on the LP5812, an advanced RGB LED driver from Texas Instruments. This component manages four onboard RGB LEDs (CLV11A-FKB-CJ1M1F1B87R453) with an autonomous animation engine. The LP5812 features an ultra-low operation current of about 0.4mA. In Active mode at a maximum LED current setting of 25.5mA. When all LEDs are off, the device enters Standby mode to minimize power consumption while retaining data. Its autonomous animation engine allows for vivid and dynamic lighting effects without needing brightness control commands from the controller, making it ideal for applications in portable and wearable electronics, gaming, home entertainment, IoT, networking, and Industrial HMI. 1x4 RGB Click is designed in a unique format supporting the newly introduced

MIKROE feature called "Click Snap." Unlike the standardized version of Click boards, this feature allows the main IC area to become movable by breaking the PCB, opening up many new possibilities for implementation. Thanks to the Snap feature, the LP5812 can operate autonomously by accessing its signals directly on the pins marked 1-8. Additionally, the Snap part includes a specified and fixed screw hole position, enabling users to secure the Snap board in their desired location. This Click board™ uses a standard 2-wire I2C interface to communicate with the host MCU, supporting Fast mode Plus with up to 1MHz of frequency clock. It also supports both analog and PWM dimming. Analog dimming offers 256 steps for adjusting the output current of each LED, while PWM dimming, enabled by an 8-bit configurable

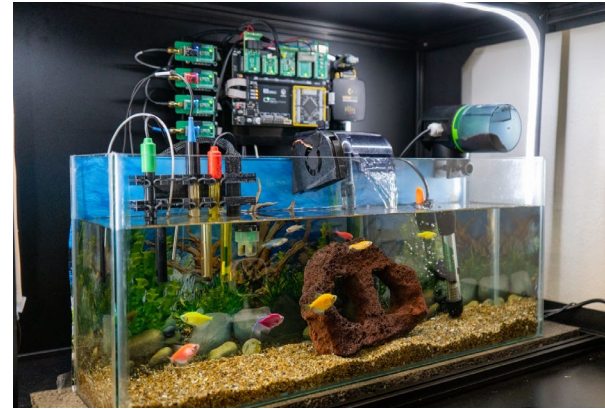
PWM generator, provides precise control. The 5V input or output boards to any single clock or an external performance, optimization can be activated for individual more human-eye-friendly experience. This Click board™ can operate with either 3.3V or 5V logic voltage levels selected via the VDD SEL jumper. This way, both 3.3V and 5V capable MCUs can use the communication lines properly. Also, this Click board™ comes equipped with a library containing easy-to-use functions and an example code that can be used as a reference for further development.



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.



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

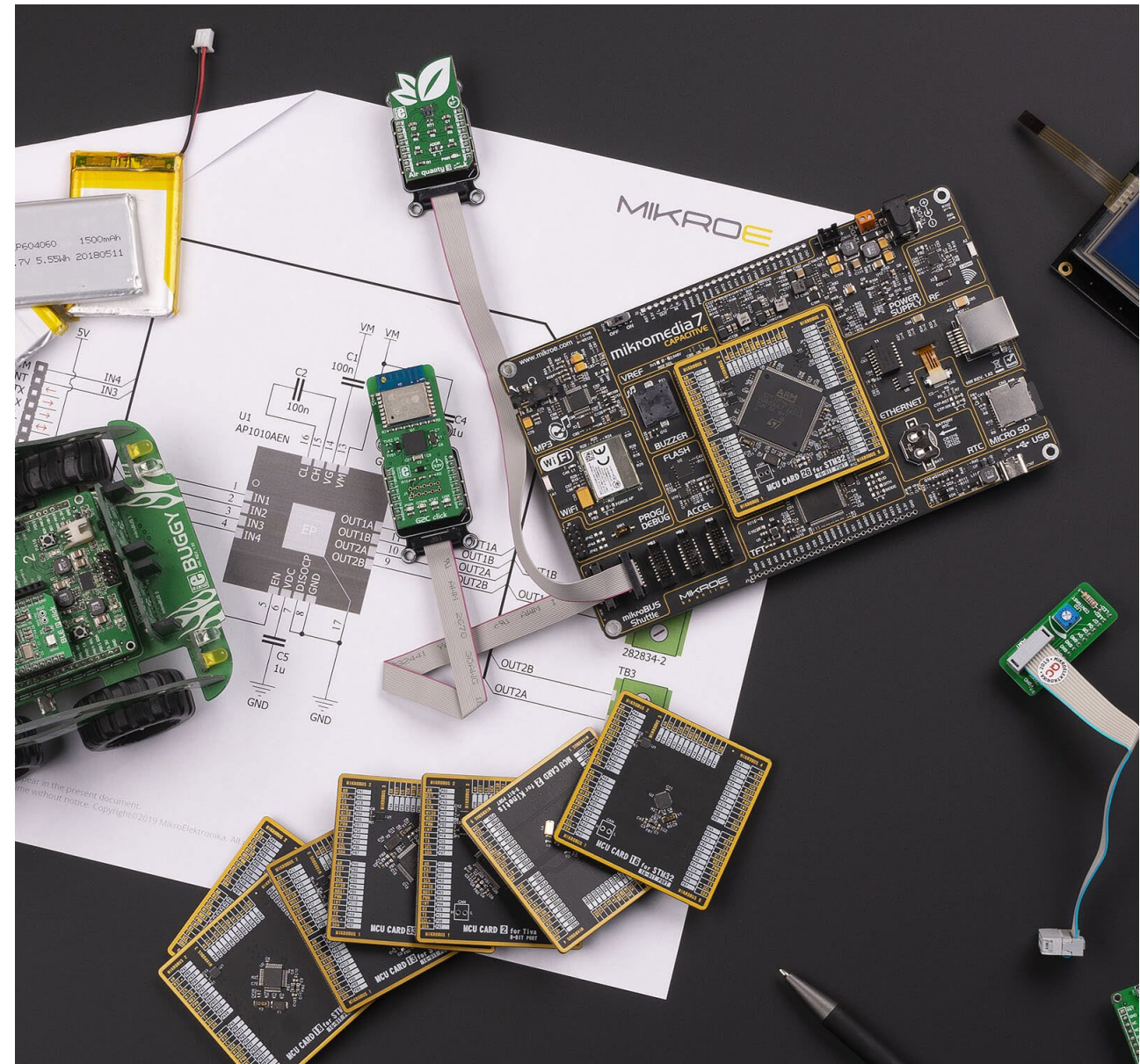
POST LAUNCH SUPPORT

TECHNICAL SUPPORT | CUSTOMER SERVICE | DESIGN SERVICE | CONTRACT MANUFACTURING
PRODUCT CUSTOMIZATION | DATA SHARING

Long-tail market segment

TECHNICAL SUPPORT

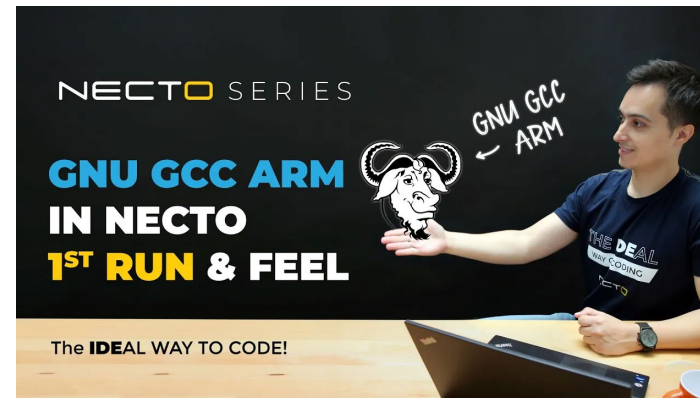
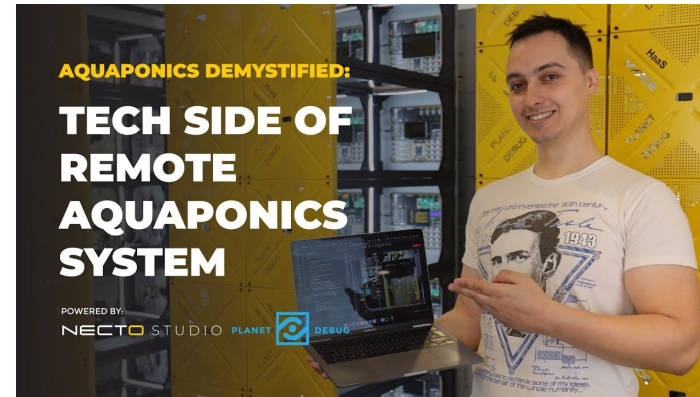
Provide ongoing technical support, including troubleshooting and problem resolution.



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.



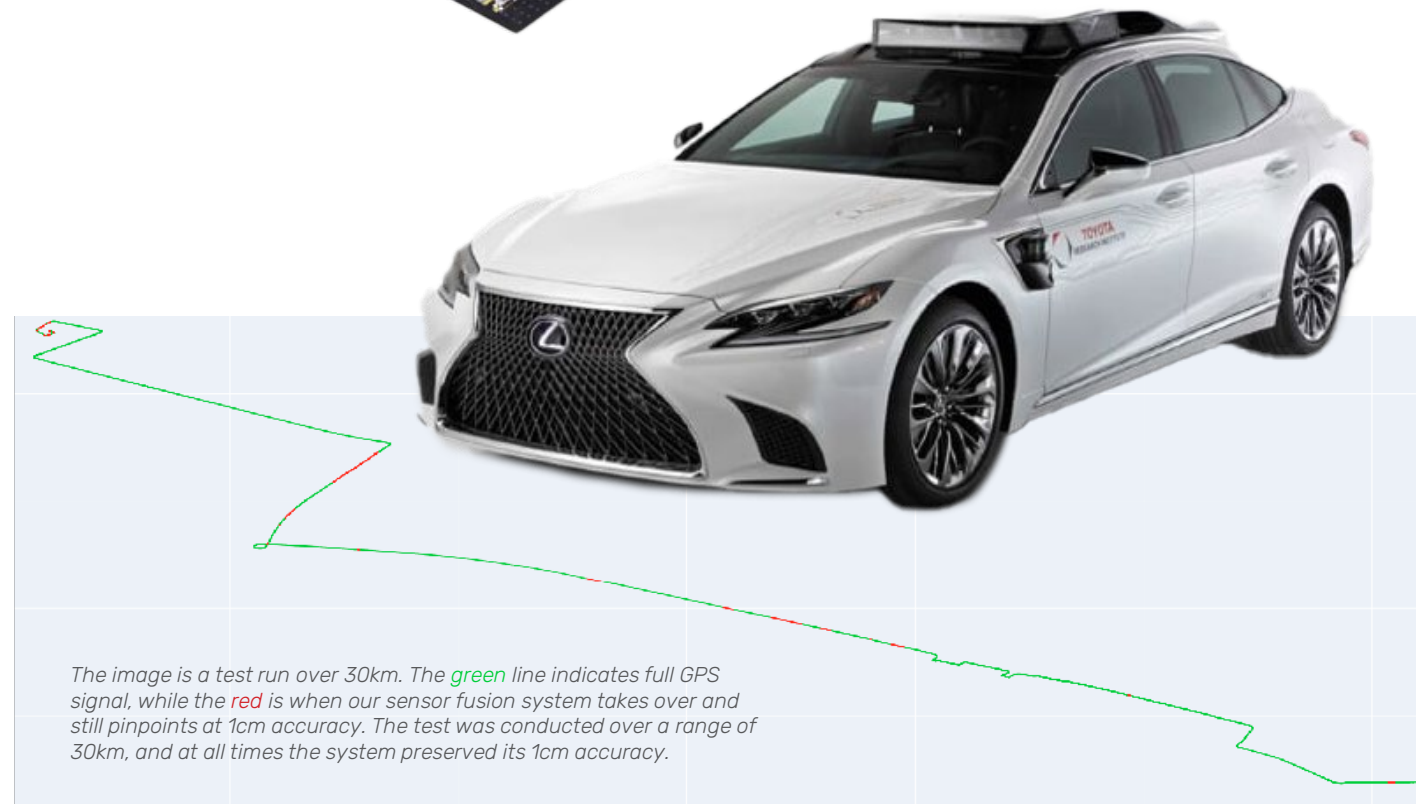
Turn your customers creativity into reality

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.

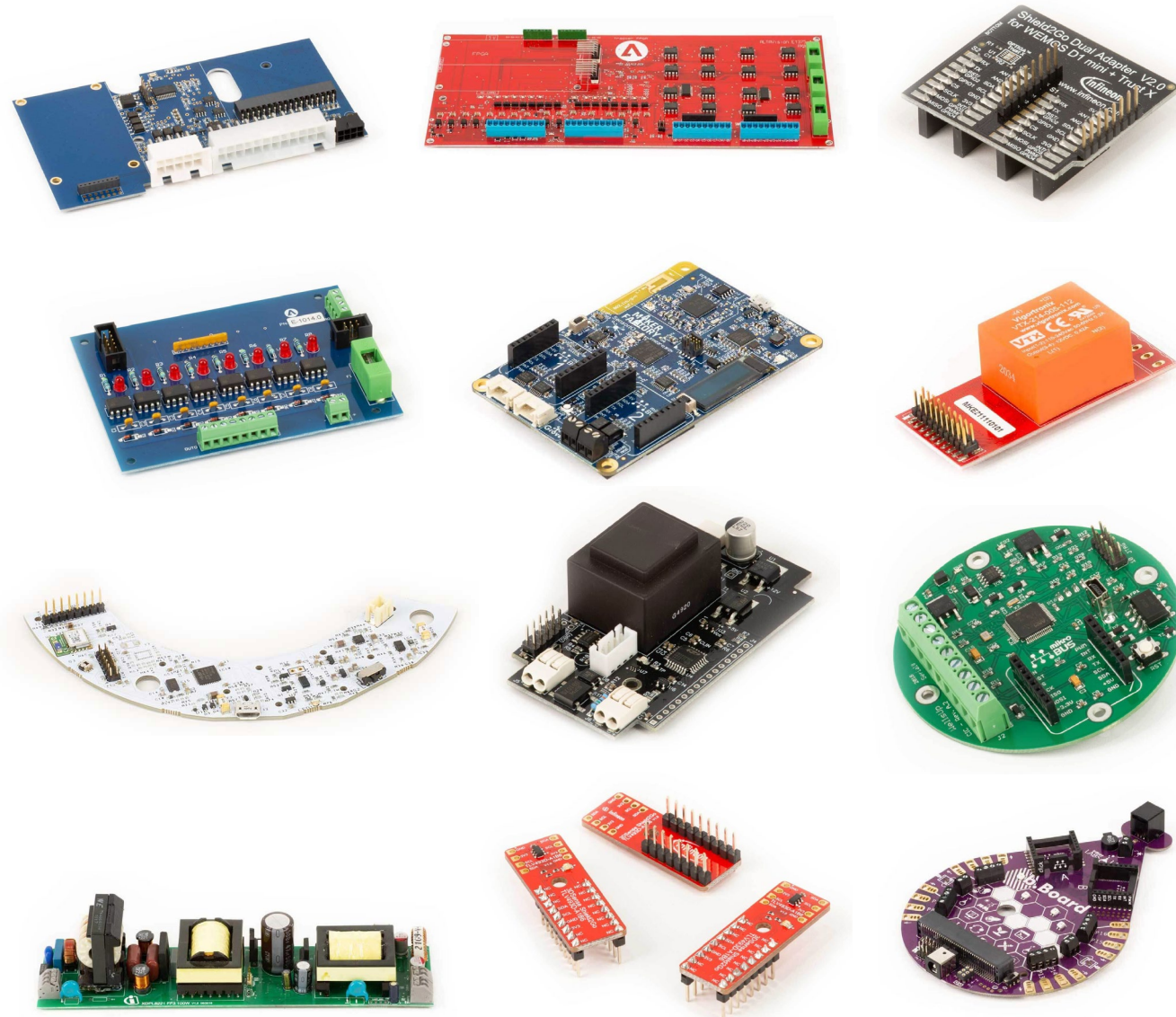


The image is a test run over 30km. The green line indicates full GPS signal, while the red is when our sensor fusion system takes over and still pinpoints at 1cm accuracy. The test was conducted over a range of 30km, and at all times the system preserved its 1cm accuracy.

High-volume production or limited runs

CONTRACT MANUFACTURING

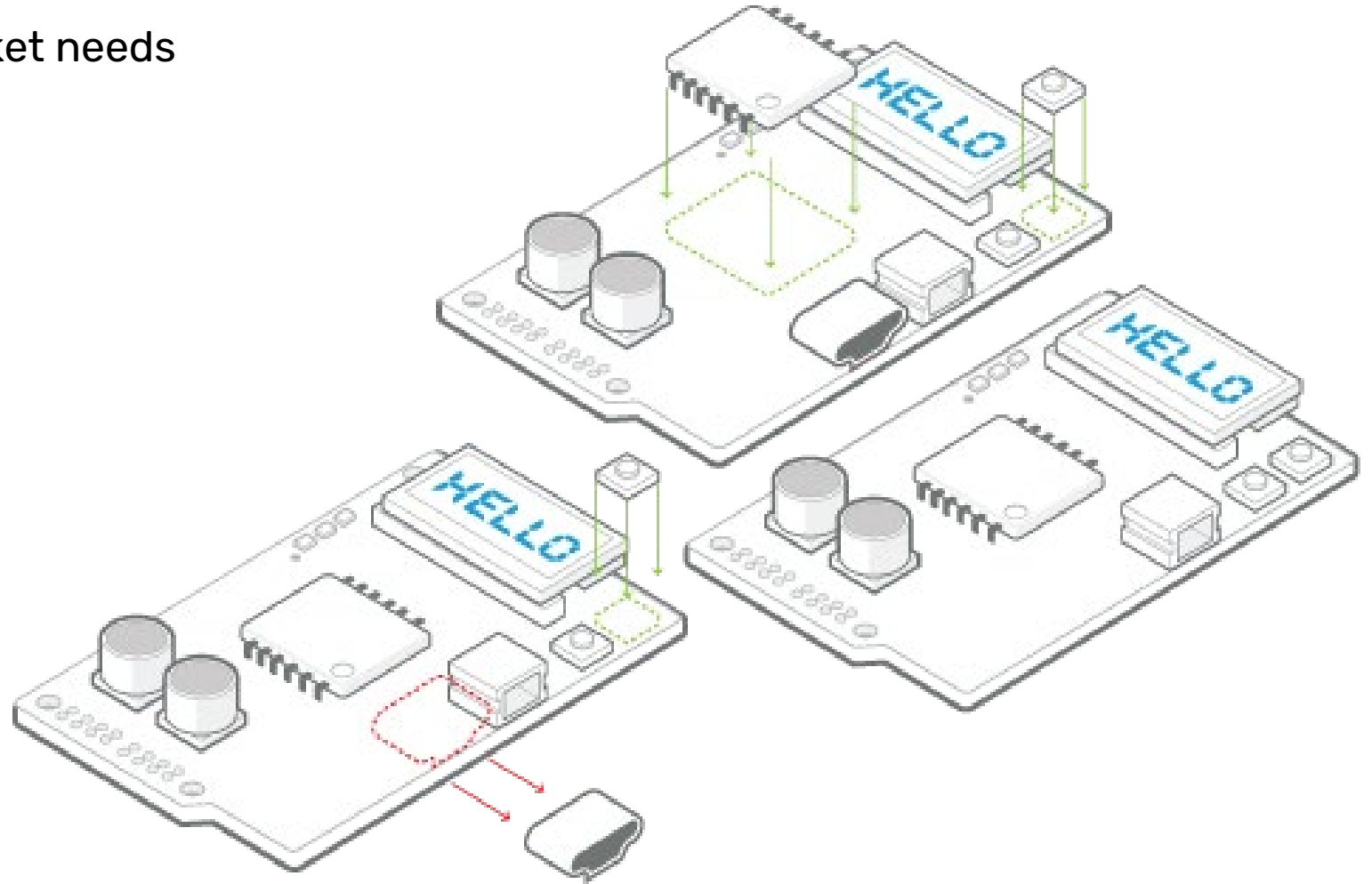
Guarantee fast, high-quality
product manufacturing with
on-time delivery.



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!

