

PRESS RELEASE

Rutronik and MediaTek bring cutting-edge IoT solutions to device makers in Europe and Israel



Rutronik will provide its customers with MediaTek's impressive portfolio of IoT solutions.

Ispringen, 4 July 2023 – Rutronik, the leading independent distributor in Europe, and MediaTek, a global fabless semiconductor company that powers more than two billion devices each year, today announced that they have signed a franchise agreement for Rutronik to distribute MediaTek's portfolio of IoT chipsets in Europe and Israel. Designed to offer fast multi-core performance with high energy efficiency, MediaTek's Genio processors are ideal for robotics, industrial automation, and IoT applications. With the new agreement, Rutronik can provide its customers with components and technologies from another leading company in the semiconductor industry.

MediaTek is the market leader in developing innovative systems-on-chip (SoC) for mobile, home entertainment, connectivity, and IoT products. MediaTek's Genio series makes it easy for brands to develop innovative consumer, enterprise, and industrial smart applications at the premium, mid-range, and entry levels. Rutronik will help distribute the Genio processors to customers that are designing smart home appliances, industrial automation applications, robotics, POS devices, digital signage, and many other IoT applications. This collaboration allows Rutronik to expand its existing product portfolio and provide access to high-performance components for these high-growth markets.

"For us, customer orientation and future viability means offering precisely those products that are currently in demand or will be in demand. MediaTek's innovative components and technologies add real



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value to our line card. The symbiosis of high-performance components and our know-how fulfills exactly what our customers expect from us as a distributor," said Reza Armin Maghdounieh, Vice President Product Marketing Semiconductor at Rutronik.

"As the largest European distributor, Rutronik will help us to further expand our IoT footprint in the region," said Richard Lu, Vice President of MediaTek's IoT Business Unit. "We are continuing to see a strong demand for consumer, enterprise, and industrial smart applications, so we look forward to working closely with Rutronik to help brands bring intelligent devices to market faster."

MediaTek's Genio series combines quality, robustness, and longevity

It offers fast multicore performance with high energy efficiency, even for computationally intensive applications. The platform's sophisticated development environment—which allows designers to customize products using Yocto Linux, Ubuntu, and Android—combined with MediaTek's development kits help to reduce the costs of development in the long term and accelerate time to market. In addition, Rutronik's Embedded portfolio also offers board-level solutions with different form factors from Advantech, Kontron, Seco, and VIA using the Genio chipsets. For customers, this means a fully comprehensive ecosystem from the product to the design and the solution.

PRESS CONTACT

Agentur Lorenzoni GmbH
Melanie Nagy

+49 8122 55917-16
melanie@lorenzoni.de
www.lorenzoni.de

Rutronik Elektronische Bauelemente GmbH
Andreas Brenner
PR-Manager

+49 7231 801-1487
andreas.brenner@rutronik.com

ABOUT RUTRONIK

Rutronik Elektronische Bauelemente GmbH was founded in 1973 and celebrates its 50th anniversary in 2023 under the claim "Committed to celebrate". Since five decades, the independent family-owned company based in Ispringen, Germany, stands for continuous expansion focused on high-growth future markets.

In the fiscal year 2022, its around 1,900 employees generated sales of 1.28 billion euros, serving more than 40,000 customers. With more than 80 offices worldwide and logistics centers in Austin (Texas), Shanghai, Singapore, and Hong Kong, Rutronik ensures comprehensive customer support in Europe, Asia, and North America.

The company focuses on high-growth future markets that will shape the world of electronics tomorrow. These are Advanced Materials, Advanced Measurement, Processing & Analytics, Advanced Robotics, Automation, Biotechnology, Energy & Power, Future Mobility, IIoT & Internet of everything, Industry 4.0, Medical & Healthcare, and Transportation, Logistics & Supply Chain.

To serve customers in these future markets, the RUTRONIK AUTOMOTIVE, RUTRONIK EMBEDDED, RUTRONIK POWER, RUTRONIK SMART, and RUTRONIK SYSTEM SOLUTIONS initiatives bundle expertise, specific product portfolios, and consultancy support. In this regard, Rutronik relies on customized solutions that are tailored to the respective needs. The services range from competent technical support in product development and Design-Ins, through the diverse product portfolio of leading manufacturers, to the company's software and hardware solutions with partly patented Rutronik IP. Customized logistics systems, reliable supply chain management, and logistics centers worldwide ensure on-time delivery. The Rutronik24 e-commerce platform completes Rutronik's range of services. Further information is available at www.rutronik.com.

