

## PRESS RELEASE

**Flexible and high-performance modules for the European IoT market:  
VIA Technologies, Inc. and Rutronik expand partnership**

Now on the Rutronik line card: VIA Technologies, Inc. with system-on-modules, single board computers and edge AI systems based on MediaTek Genio processors.

**Ispringen, July 9, 2024 – Rutronik Elektronische Bauelemente GmbH, one of the leading broadline distributors of electronic components, and VIA Technologies, Inc., a global leader in the design and development of intelligent automotive, industrial, building, and edge solutions, expand their partnership for the European Market. VIA is an expert in high-performance Edge IoT platforms for future technologies and applications such as Edge Computing, Industrial IoT, Smart Home, and Future Mobility.**

Headquartered in Taipei, Taiwan, VIA Technologies, Inc. is specialized on edge computing solutions. VIA connects businesses to advanced AI, IoT, and computer vision technologies with intelligent automotive, edge, industrial, and building solutions that transform operational safety and efficiency. VIA's global network links the high-tech hubs in the USA, Asia, and Europe. The company's customer base includes many of the world's leading high-tech, manufacturing, and transportation companies.

"VIA's intelligent edge solutions provide a broad selection of highly-integrated modules, boards, starter kits, and systems that accelerate time-to-market for innovative industrial, retail, and commercial Edge AI devices," said Anja Schaal, Senior Manager Product Marketing Boards & Storage at Rutronik.

"Partnering with VIA opens up the opportunity to offer our customers all of Mediatek's design-level

solutions – from chip-level design to modules and even full highly integrated system designs. We are excited to have VIA's cutting-edge solutions in our portfolio, enabling our current and future customers to unlock the power of edge computing."

"We enable enterprises to transform the efficiency, and sustainability of their operations by combining advanced Edge AI, computer vision, and cloud technologies with powerful and reliable systems and devices," said Epan Wu, General Manager at VIA Intelligent Solutions. "With Rutronik, we have a very experienced distribution partner with roots in Europe and a global network. The deep understanding of design-in processes but also insights along the entire product life cycle is an extremely valuable quality that will help us to expand our customer base in Europe and beyond."

### Quality meets flexibility: System-on-Modules, Single-Board Computer, and Edge AI Systems

Powered by MediaTek Genio processors, VIA Intelligent Edge Solutions offer a comprehensive range of platforms for various use cases, featuring interactive human machine interfaces (HMI), AI-powered computer vision, and future-proof smart edge devices. VIA provides a comprehensive portfolio of system-on-modules, single board computers, and edge AI systems.

VIA's intelligent edge modules and boards are available in a choice of SOM, Mini-ITX, and Pico-ITX form factors. Built to the highest quality standards, they have guaranteed longevity to support extended product lifecycles. Android and Linux board support packages and software evaluation kits are included to simplify system development for Arm-based platforms. Flexible hardware and software customization services are also available to accelerate time-to-market and minimize development costs.

### About VIA Technologies, Inc.

VIA Technologies, Inc. is a global leader in the design and development of intelligent automotive, industrial, building, and edge solutions for the most demanding use cases and deployment environments. Headquartered in Taipei, Taiwan, VIA operates a global network that links the high-tech centers of the US, Asia, and Europe and spans a customer base that includes many of the world's leading high-tech, manufacturing, and transportation enterprises.

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#### ABOUT RUTRONIK

Rutronik Elektronische Bauelemente GmbH was founded in 1973 and for more than five decades the independent family-owned company based in Ispringen (Germany) stands for sustainable growth with a focus on high-growth future markets. In the fiscal year 2023, its around 1,900 employees generated sales of 1.24 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 IT ELECTRONICS, 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](http://www.rutronik.com). The new [corporate film](#) also provides exclusive insights into the history and development of Rutronik.

