

PRESS RELEASE

Rutronik and SoC supplier Rockchip sign global distribution agreement

Ispringen (Germany), May 19, 2020 – Rutronik Elektronische Bauelemente GmbH has signed a worldwide distribution agreement with one of China's leading SoC suppliers, Fuzhou Rockchip Electronics Co, Ltd. Thus, Rutronik is the authorized distributor from Europe in the Rockchip distribution network. The agreement covers the entire Rockchip portfolio of microprocessors and power management ICs (PMICs). They are particularly suitable for AIoT (Artificial Intelligence of Things) and IoT products as well as HMI applications.

Rockchip is a fabless semiconductor company specialized in microprocessors and power management ICs for AIoT (Artificial Intelligence of Things) products, high-end intelligent hardware, tablet PCs, streaming media TV boxes, smart audio, smart vision, smart home and HMI applications. Rockchip's durable SoCs feature a high-performance core and a hardware video en-/decoder. For AI and smart vision applications they are available with an embedded NPU (Neural Processing Unit). They support the latest Android version, and customers receive long-term Linux support. Thanks to identical software stacks on all SoCs, customers have higher flexibility and shorter development cycle time.

„As one of the leading suppliers of embedded processors, we want to ensure that our customers worldwide can buy our products easily and can get access to professional services effectively. With its strong presence in Europe and the USA, Rutronik is the ideal partner for Rockchip to successfully open up international markets,“ explains Chen Feng, CMO Rockchip.

„We are pleased that we have been able to win Rockchip as a manufacturer that closes our previous portfolio gap in the field of high-end ARM processors. Together with our memory manufacturers, which have already been approved for most Rockchip SoCs, we can now offer the complete system solution for many processor-based applications worldwide,“ says Markus Krieg, Chief Marketing Officer at Rutronik. „With 15 years of experience in SoC design and numerous in-house developments, such as video codecs and NPUs, Rockchip also has many years of application experience. As a result, our customers receive highly professional, application-oriented software support“.

About Rutronik

Rutronik Elektronische Bauelemente GmbH is the third largest distributor in Europe (European Distribution Report 2017) and the number eleven worldwide (SourceToday, May 2018). The broadline distributor supplies semiconductors, passive and electro-mechanical components as well as boards, storage, displays & wireless products. The company's primary target markets are the automotive, medical, industrial, home appliance, energy and lighting industries. The ranges RUTRONIK EMBEDDED, RUTRONIK SMART, RUTRONIK POWER and RUTRONIK AUTOMOTIVE provide customers with specific products and services in groups tailored to the respective applications. Expert technical support for product development and design-in, individual logistics and supply chain management solutions as well as comprehensive services complete its scope of performance. The company, founded by Helmut Rudel in 1973 in Ispringen, Germany, now has over 80 subsidiaries in Europe, Asia and the Americas. Rutronik employs more than 1,900 staff worldwide and achieved Group sales of 1,08 billion euros in the fiscal year 2019.

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