

PRESS RELEASE

Reliable and secure modules for the European IoT market: CHERRY Embedded Solutions and Rutronik conclude distribution agreement



Now on the Rutronik line card: CHERRY Embedded Solutions with SOMs and SBC solutions using the ARM-based RK3588 system-on-chip (SoC) from Rockchip.

Ispringen, May 7, 2024 – Rutronik Elektronische Bauelemente GmbH, one of the leading broadline distributors of electronic components in Europe, and Cherry Embedded Solutions GmbH (Vienna, Austria) have concluded a distribution agreement for the whole of Europe with immediate effect. As a result, Rutronik is expanding its product portfolio of Rockchip-based System-on-Modules (SoM) and single-board computers (SBC) for professional and industrial customers in the future markets of robotics, digital healthcare, smart displays, and intelligent video surveillance. CHERRY Embedded Solutions' reliable and secure modules stand out in particular for their application-specific performance and cost effectiveness. They are designed and manufactured in Vienna, Austria.

CHERRY Embedded Solutions is part of the listed Cherry SE and can thus leverage the parent company's global network for purchasing and qualifying electronic and mechanical parts, as well as for launching its products on different markets. The company provides products certified according to the Common Criteria for Information Technology Security Evaluation (ISO/IEC 15408) and fulfills, for example, the high security standards of the German healthcare telematics infrastructure.

"In the context of advancing automation and digitalization in industrial and professional environments,

whether for autonomous mobile robots (AMR) or human-machine interfaces (HMI), there is particularly high demand for reliable processing modules with the corresponding computing power," explains Anja Schaal, Senior Manager Product Marketing at Rutronik. "Through our partnership with CHERRY Embedded Solutions, we can now offer high-quality modules tailored to support a wide range of smart applications, including autonomous mobile robots, smart medical devices, and professional, intelligent high-resolution displays for intuitive user interaction. A further advantage is the geographical proximity to existing and future customers, which ensures that the products are always available for the European market."

"We design, develop and produce our products at our company site in Vienna, in the heart of Europe. This enables us to guarantee high product quality and compliance with the highest security standards," says Dr. Stefan Roth, Managing Director of CHERRY Embedded Solutions. "With Rutronik, we have a distribution partner who knows the requirements and challenges of manufacturers of smart products inside out. Their in-depth understanding of processes along the entire product life cycle is also an enormously valuable quality that will help us to expand our European customer base."

Cost efficiency meets performance: System-on-Modules and Single-Board Computer

CHERRY Embedded Solutions' core products include the JAGUAR SBC-RK3588-AMR, a single-board computer (SBC) developed for the mass production of cost-effective autonomous mobile robots (AMR) and TIGER SOM-RK3588-Q7, which has been specially designed to meet the needs of demanding, smart IoT applications.

Both products are based on Rockchip's high-end, low power SoC RK3588. It features cryptographic extensions, supports deep learning frameworks, and provides interfaces to multiple high-resolution cameras. To significantly shorten the product development cycle of customers, both modules are accompanied by a board support package (BSP) that is optimally configured to the hardware and runs on Linux supported by Debian and Yocto.

About Cherry Embedded Solutions GmbH

Based in Vienna, Austria, CHERRY Embedded Solutions (formerly Theobroma Systems) develops and manufactures reliable and robust System-on-Modules (SoM), Single-Board Computers (SBC) and Full-Custom Design devices (FCD) for a global customer base. CHERRY Embedded Solutions' high-quality embedded systems are the basis of smart devices in the global Internet of Things (IoT). Development kits for evaluation purposes and technical services along the product's entire life cycle round off the offering.

CHERRY Embedded Solutions' modules combine application-specific performance and cost efficiency. They are used in a wide range of professional and industrial applications, from autonomous mobile robots, digital healthcare, smart retail, and digital signage all the way to video surveillance. As a trusted brand, CHERRY Embedded Solutions designs its products with inherent security in mind. The company designs and manufactures products certified according to the Common Criteria for Information Technology Security Evaluation (ISO/IEC 15408), for example high-security devices for the German healthcare telematics infrastructure.

CHERRY Embedded Solutions has been part of CHERRY since 2020. To learn more about CHERRY

Embedded Solutions, please visit embedded.cherry.de

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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. The new [corporate film](#) also provides exclusive insights into the history and development of Rutronik.

