

PRESS RELEASE

Enabling IoT Innovations: iVativ Inc. and Rutronik enter into a global distributor agreement

Ispringen, November 11, 2020 – iVativ Inc., a leader in enabling wireless IoT solutions, and Rutronik Elektronische Bauelemente GmbH announce that they have entered into a global distribution agreement. Based in San Jose, California, iVativ Inc. manufactures a wide range of wireless modules and smart sensor products, utilizing Wi-Fi, Bluetooth, Zigbee, Thread and ANT wireless protocols. iVativ Inc. solutions include edge to cloud IoT programs, including hardware and software support.

“We are excited to engage with Rutronik’s global wireless team as we expand our channel presence throughout Europe, North America and Asia. Rutronik’s wireless application team has extensive knowledge of customer requirements and can help drive design activity in the multi segment IoT markets“, said Giuseppe Casella, Senior Sales Director EMEA at iVativ Inc.

“With a wide range of wireless modules, cards and sensor products, iVativ Inc. solutions fit very well into Rutronik’s portfolio. Multiple modules are based on Nordic Semiconductor SoC’s, where we have extensive experience working with customers. Other multi-protocol modules have outstanding Wi-Fi and Wi-Fi/BLE performance in regards to the power consumption, throughput and Tx/Rx sensitivity. We are very optimistic that this portfolio will match most of our customer requirements“, said Daniel Barth, Senior Marketing Manager of Rutronik’s Wireless Competence Center.

About Rutronik

Rutronik Elektronische Bauelemente GmbH is one of the leading distributors in Europe. With over 80 local offices around the globe, the company has a successful international network. The broadline distributor supplies semiconductors, passive and electromechanical 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.

Founded in 1973 by Helmut Rudel in Ispringen, Germany, the company employs more than 1,900 people worldwide and achieved sales of around 1.08 billion euros in the 2019 financial year.

The rutronik24.com e-commerce platform gives users access to the online catalog, the Procurement Area and the Product Change Notifications (PCNs) with just a single login. The online catalog provides an overview of all products including detailed data sheets, and intelligent search functions make selection easier. The ‚mass quotation‘ link allows customers to use their parts list for convenient purchasing. In the Procurement Area, customers can obtain a quick overview of their current and past orders, tenders, article lists, safety stock level, contracts, consignment stock and traceability. The current catalogs, procurement information, PCNs and also a wide range of media are available for downloading.

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About iVativ

Founded in 2017 and headquartered in Silicon Valley's San Jose, iVativ, Inc. is a global wireless technology company providing a broad range of certified wireless infrastructure products that target next generation Internet of Things (IoT) applications.

iVativ's products support existing and emerging markets, including the following: Smart Medical, Smart Energy, Smart Retail, Wearables, Industry 4.0, Smart Home, Automotive and In-vehicle Infotainment markets. With decades of expertise in IoT wireless technology, our team is dedicated to helping customers realize and achieve their end product vision. Solutions include wireless modules with software drivers for both hosted and embedded architectures as well as intelligent sensor platforms. Our Device and Connectivity Management software enables device management, data acquisition, and analytics.

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