

# **Xeltek News**

**April 2004**

## **Letter from the Editor**

Welcome to our first edition of *Xeltek News*, your information source for Xeltek products. This monthly newsletter will provide you with the latest information on Xeltek products and sales tools, competitive updates, etc.

The focus of *Xeltek News* is on serving *your* needs as a sales and distribution organization. Let me know if this newsletter meets your needs and how I can improve it if it doesn't.

Thanks,

Jeff Goldberg  
Director, Sales & Marketing  
jeff@xeltek.com



## **Product Status**

### **SP3000U, 580U and 280U**

All three Superpro® USB connected programmers are now in full production. Sales are doing so well for our flagship product, the Superpro 3000U, that it accounted for over 22% of total revenue during last quarter. If you want to increase your profits, you should add all three models to your product portfolio.

### **SP680 and 680-100**

The Superpro 680 and 680-100 are being phased out. Orders will be filled until existing inventory is depleted. If your order can't be filled, you will be contacted to cross the order to the Superpro 3000U or 3000U-100. At \$995 and \$1,245 respectively, these programmers represents a much better value to the customer in terms of programming speed, low voltage device support and USB connectivity.

The Superpro 680 and 680-100 will continue to be supported.

### **SP2000 and 2000+**

The Superpro 2000 and 2000+ are being phased out. Orders will be filled until existing inventory is depleted. If your order can't be filled, you will be contacted to cross the order to the Superpro 3000U. At \$995, the Superpro 3000U represents a much better value to the customer in terms of programming speed, device support and USB connectivity.

Superpro 2000 and 2000P+ will continue to be supported.

## Sales Tools

These powerful tools will help grow your business! Contact [jeff@xeltek.com](mailto:jeff@xeltek.com) to obtain the Powerpoint and PDF files.

### Xeltek Product Line Presentation

This animated Powerpoint presentation is perfect for your next customer meeting, sales training event or even as a free-running tradeshow booth or point-of-sale slideshow. Unveiled this past month at electronicaUSA, this presentation provides viewers with a good understanding of Xeltek and how our programming solutions address their needs. A PDF version is also available for posting on your websites.

**Customers Need**

- Affordable costs
- Scalable solutions
- High speed programming
- Support for newest devices
- Easy access to software updates
- Unparalleled customer support

**Device Support**

**Over 13,000 devices and Growing!**

SUPERPRO-3000U  
13,000+

SUPERPRO-580U  
11,000+

SUPERPRO-280U  
8,400+

SUPERPRO-Z  
3,300+

**Includes 1.5V devices**

### Point of Sale Displays

These Powerpoint foils are laid out in portrait format. When printed out on high quality paper and inserted in plastic sign stands, these eye-catching signs are perfect for tradeshow tabletops and store display cases.

**SUPERPRO-Z Universal Programmer**

- Over 3,300 devices supported
- 40 Pin ZIF socket, no adapters required for 200000 mfd CIP devices up to 40 pins
- 48 optimized pin drivers support many devices at low cost
- Device specific adapters
- Parallel port connectivity
- Free software updates

**\$249**

**SUPERPRO-280U Universal Programmer**

- 48 optimized pin drivers support many devices at low cost
- Device specific adapters
- Parallel port connectivity
- Free software updates

**SUPERPRO-580U Universal Programmer**

- 48 optimized pin drivers support many devices at low cost
- Device specific adapters
- Parallel port connectivity
- Free software updates

**SUPERPRO-3000U Universal Programmer**

- Over 13,000 devices supported
- 40 Pin ZIF socket, no adapters required for 200000 mfd CIP devices up to 40 pins
- 48 optimized pin drivers support many devices at low cost
- Device specific adapters
- Parallel port connectivity
- Free software updates

**\$249.50**