

Xeltek News

May 2004

Letter from the Editor

Thanks for all of the positive feedback I received on the first edition of *Xeltek News*. From now on, I'll be sending this out as a PDF document for faster downloads.

This month, in addition to the usual product status update, *Xeltek News* is covering a successful case study, explaining why a customer purchased eight Superpro 3000Us for their production programming solution.

Regards,

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Product Status

SPLX and SP280

I received several questions last month about these two programmers since they didn't appear in our electronicaUSA presentation. I'll be succinct – there are no plans to phase out either of these two programmers. They both have specific places in our product line with respect to features, device support and pricing.

Device Lists

I can't emphasize enough the importance of having links on your website to our most up-to-date device lists. It's the best way for your customers to determine which Xeltek programmer supports their desired devices – a critical decision point in the programmer purchase process. As of this writing, the latest device lists are as follows:

Programmer	Device List Date	Device Support
Superpro 8000	04/01/2004	4,867
Superpro 3000U & 3000U-100	04/21/2004	14,121
Superpro 580U	04/21/2004	12,063
Superpro 580	03/25/2004	9,653
Superpro 280U	04/06/2004	8,423
Superpro 280	03/30/2004	4,585
Superpro LX	02/07/2004	3,772
Superpro Z	02/07/2004	3,361

Now, while most users have no real desire to program thousands of different types of devices, they do select a programmer with specific device support in mind. The more devices a programmer supports, the higher the probability that your customer will find his device in the device list.

Superpro 3000U Provides Unique Production Programming Solution

A customer specializing in quick turn design and manufacturing of remote controls for consumer electronic products needed to program volumes of an Atmel ATMega8L microcontroller for their end customer in China. This particular device requires that oscillator calibration data, specific to each device being programmed, be written during programming. Their current gang programmer solution didn't support writing different calibration data to each individual chip. Since the Superpro 8000 gang programmer didn't support this functionality either, we proposed multiple Superpro 3000Us as the programming solution.

What were the key selling points? A cluster of eight Superpro 3000Us provided a concurrent programming solution capable of writing calibration data to each chip being programmed. Since the Superpro 3000U has a small footprint and features standalone operation, the customer was able to set up an efficient production work-flow using individual programmers.