

Xeltek News

June 2004

Letter from the Editor

These are exciting times for Xeltek and our distributors. We reached an important milestone in our device support effort with over 15,000 devices now supported on our Superpro 3000U. We are also rolling out a distributor customizable on-line device support search engine that simplifies the programmer selection process.

So read on, there's a lot of important information in this edition of *Xeltek News*.

Regards,

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



Device Support Leaps Past 15,000 Devices

Our customers rely on us to deliver support for the programmable ICs used in their latest generation converged and embedded products.

The Superpro 3000U USB connected universal programmer now supports over 15,000 devices and delivers an incredible value for customers programming the latest generation flash memory, microcontroller and programmable logic devices. Device support has also been increased for the two other members of the Superpro family. The Superpro 580U and Superpro 280U now support over 13,000 and 9000 devices respectively.

Xeltek's commitment to device support is evident by its rapid pace of programming algorithm development for its USB connected programmers. Xeltek has added over 10,000 devices since the introduction of the Superpro 3000U in April 2003. In addition to developing the programming algorithms, Xeltek also develops its own programming adapters capable of supporting high pin-count surface mount packages.

We also provide a 4-week turn around for customer specific device support requests on our leading programmers.

"We are committed to being the leader in device support for IC programming," said Sam Kim, Xeltek's President. "Our universal and gang programmers, coupled with our universal adapters, have been designed to allow upgrading of device support with only a software update".

Remind your customers that this device support update is available through free software downloads from our website <http://www.xeltek.com/support/download.html>

New Online Search Engine

We've developed an online device support search engine that has reduced researching device support and programmer selection from an hour's long task to just a few seconds. The search engine identifies each Superpro programmer/adaptor combination that supports the desired device and package type. The results are linked to online product descriptions and photographs, allowing customers to then select a programmer based on their need for advanced features such as USB connectivity, stand alone operation with CF cards and ultra-fast programming speed.

The search engine is hosted on Xeltek's own servers. It's accessible from your own website when users click on the Xeltek device search icon shown below that we've prepared for you.



Distributor Customizable Search Engine

The search results contain links to programmer product pages and adapter photographs that reside on the Xeltek server. Since Xeltek's programmer product pages contain links to our own on-line store, you can customize the results to point to your own Xeltek product pages. Even if you don't customarily have a web page for each product, you will want to take advantage of this mechanism to direct the user back to your own website, on-line catalog pages or on-line store.

The customization process is very simple. Just create a web page for each product, post the search engine icon in the appropriate places on your website and send me the links to your product pages. I'll send you back a distributor specific link for the search engine icon that will redirect the results to point to product pages on your website. Complete instructions are attached.

To speed development of the product pages, I've prepared a word document that contains complete product descriptions for all of the Xeltek programmers being sold through distribution. Simply cut and paste into your own website page template, add the product photos I'll send with the descriptions, and you're all set.

We are using the search engine on our own website and have already seen an increase in sales activity. Come to our website and try it out! I'm sure you'll realize that this tool will help shorten the programmer selection process and drive your sales of Xeltek products.