

Tuesday, Feb. 25, 2020, 3 - 4 p.m.
Maxim Integrated press conference at embedded world 2020

Dear Sir or Madam,

Thanks to embedded systems, our everyday devices are infused with greater functionality and intelligence, and embedded system designers need excellent technology to make this happen. Maxim Integrated has a strong portfolio of leading-edge products and technology for embedded applications.

At embedded world 2020, we would like to share with you our strategy for the embedded industry and present you with Maxim's latest products for embedded security and automotive.

Please join us for Maxim's press conference:

Tuesday, Feb. 25, 2020 from 3-4 p.m.

Room Hongkong, NCC East, Level 1

(near the press center)

Jeff DeAngelis, managing director of the Industrial & Healthcare Business Unit at Maxim Integrated, will host the event and give you an update on Maxim's position and goals in the embedded industry. **Kris Ardis**, executive director of the Micros, Security and Software Business Unit, will introduce Maxim's latest solutions for embedded security applications. **Maurizio Gavardoni**, principal member of technical staff for product definition of the Core Products Group, will announce Maxim's ultra-small LiDAR ICs for advanced automotive self-driving applications.

Please confirm your attendance by Feb. 14, 2020, by sending a short note to maxim.press@mexperts.de.

You are also welcome to stop by our booth in hall 4A, stand 606 for an individual meeting. Please suggest a time slot by emailing to maxim.press@mexperts.de or call Maxim's PR agency Mexperts at +49 (0)8143-59744-27.

We are very much looking forward to meeting you in Nuremberg,

Kind regards,

Solveig Loesch
Senior Manager, EMEA Marketing
Maxim Integrated