

The background of the slide is a solid green color. At the top, there are several wavy, horizontal lines in shades of green and yellow, creating a decorative header effect.

Keremi

Training Session

2014

Overview

- Definitions
- 30,000-foot view
- Keremi MCU dashboard
 - User Interface
 - Logging in
 - Overview Tab
 - Settings Tab
 - Roadmap Tab
 - Product Compare Tab
 - About Tab
- Getting help
- Keremi Cross filter
- Q&A

Definitions

- Taxonomy
 - Practice and science of classification of a hierarchical system
 - In competitive intelligence: definition of the tree of parametrics shared by all products

30,000-foot view



User Interface

- Tabbed views for quick access to information
- Drag and drop operations
- Bridge to internet browser, Microsoft Excel and
Microsoft PowerPoint

Logging in

- Need to be online to check:
 - User credentials
 - Subscription
- Save your user name locally

Overview Tab

- Point of entry to the application
- Application status and revision number
- Adapter status
- Channels information
- Channels differential analysis
 - Available a month after the start of the subscription
- No item clickable, status information only

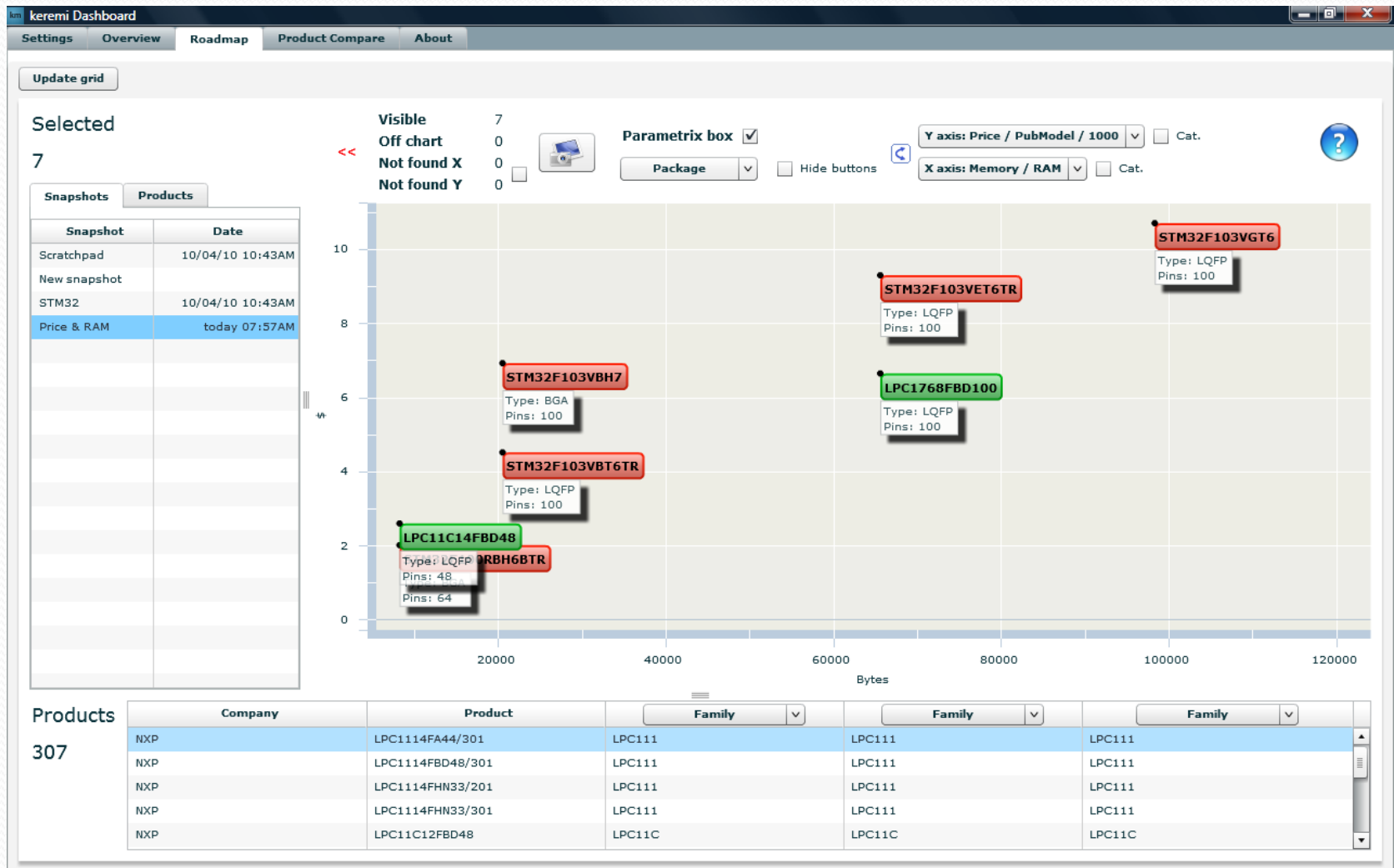
Settings Tab

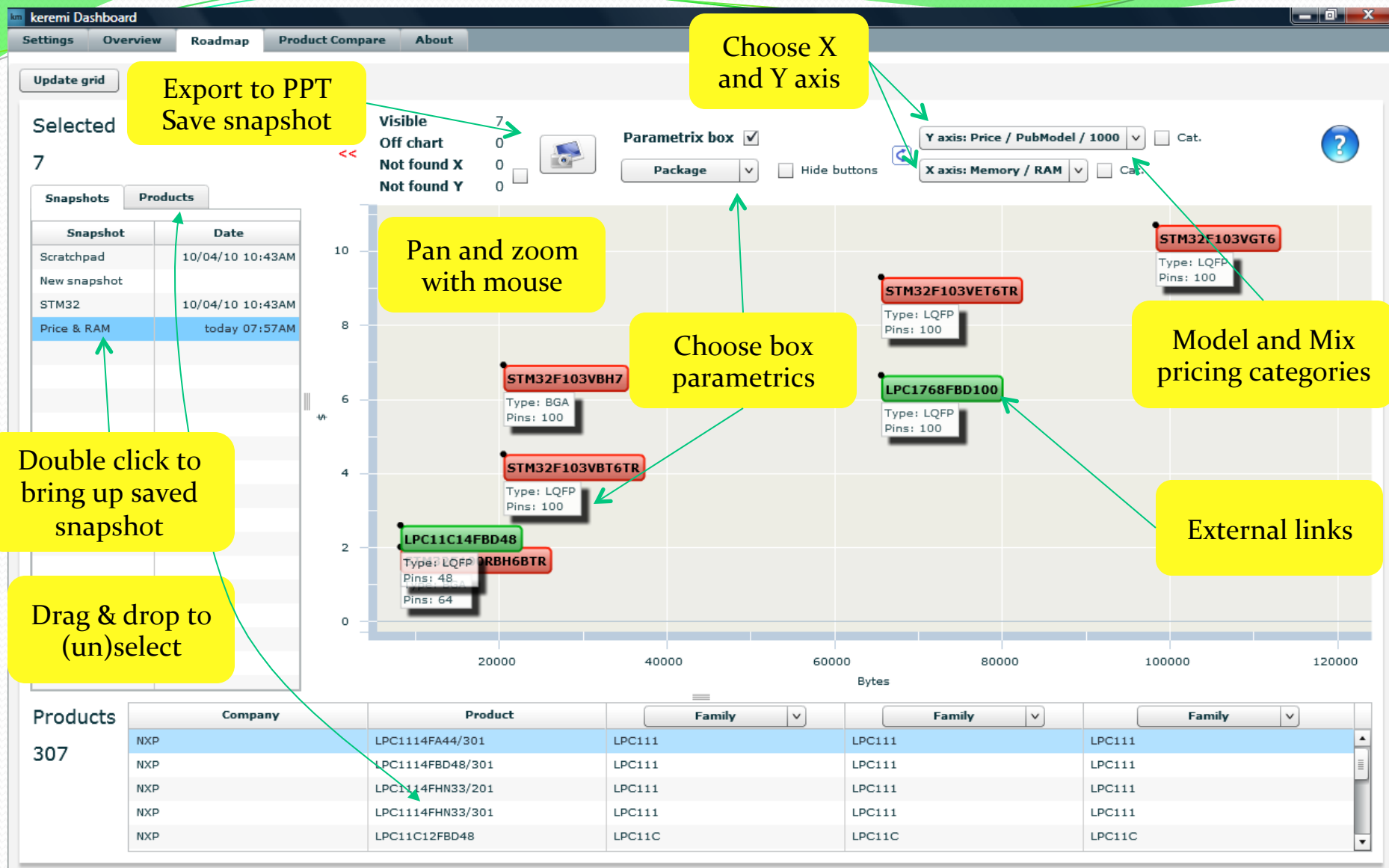
- Application configuration
- Standard XLS adapter
 - Automatically loads the same XLS file at startup
 - Download the template from the server
 - Template file details...
- Pricing model
 - Up to 8 data points
 - Price and volume breaks
 - Saving the model will update all products from the database AND the XLS file

Roadmap Tab

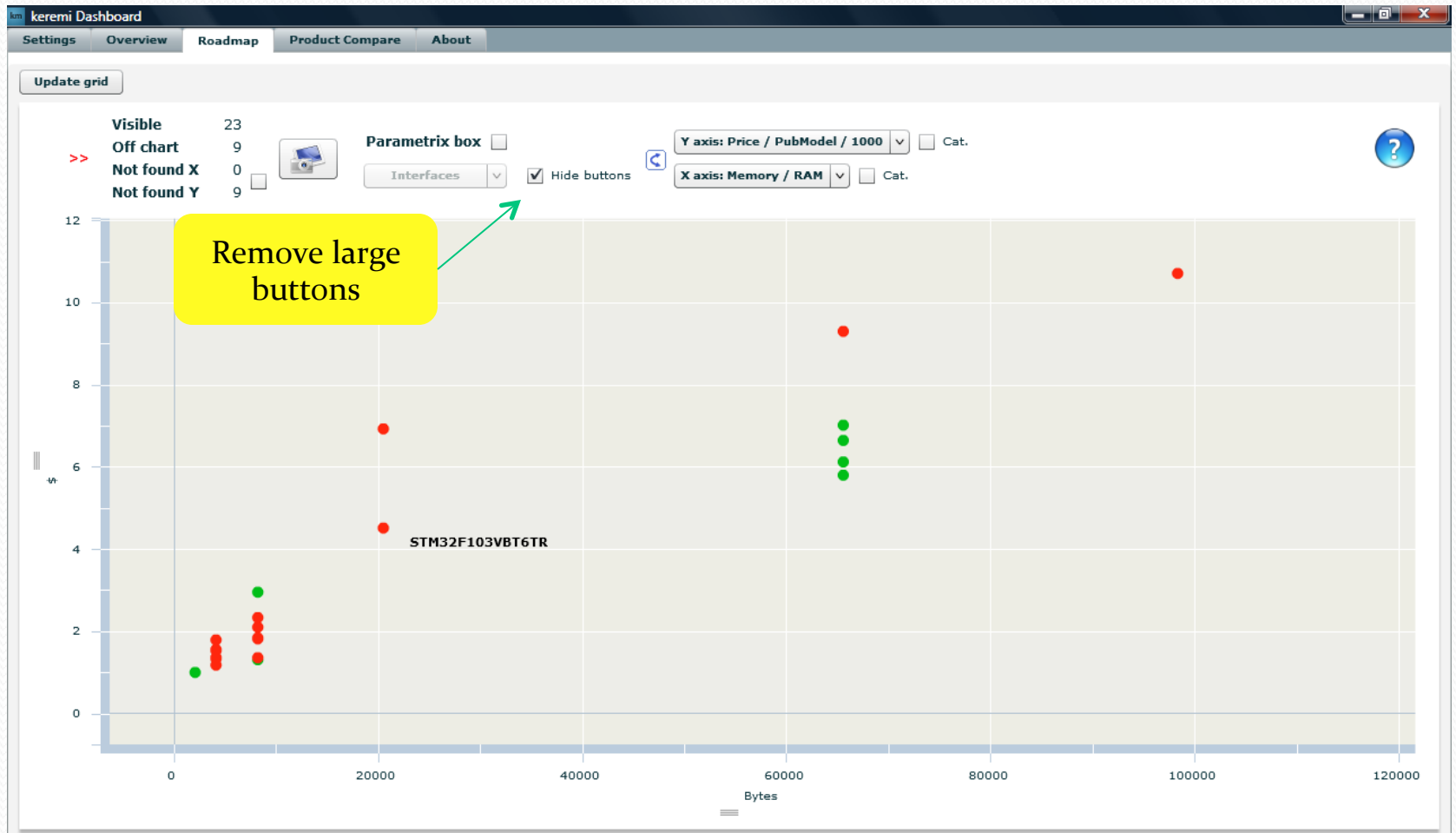
- Graphical representation of the products
- Main function: product overview and visual ranking
 - Product selection from feature sorting
 - Multi-dimensional navigation:
 - X,Y axis
 - Text box
 - Zoom/pan
 - Screen snapshots loading and saving
 - Screen snapshots exports to Power Point
 - Hide buttons to highlight trends on large number of products

Keremi dynamic roadmap





Trend analysis



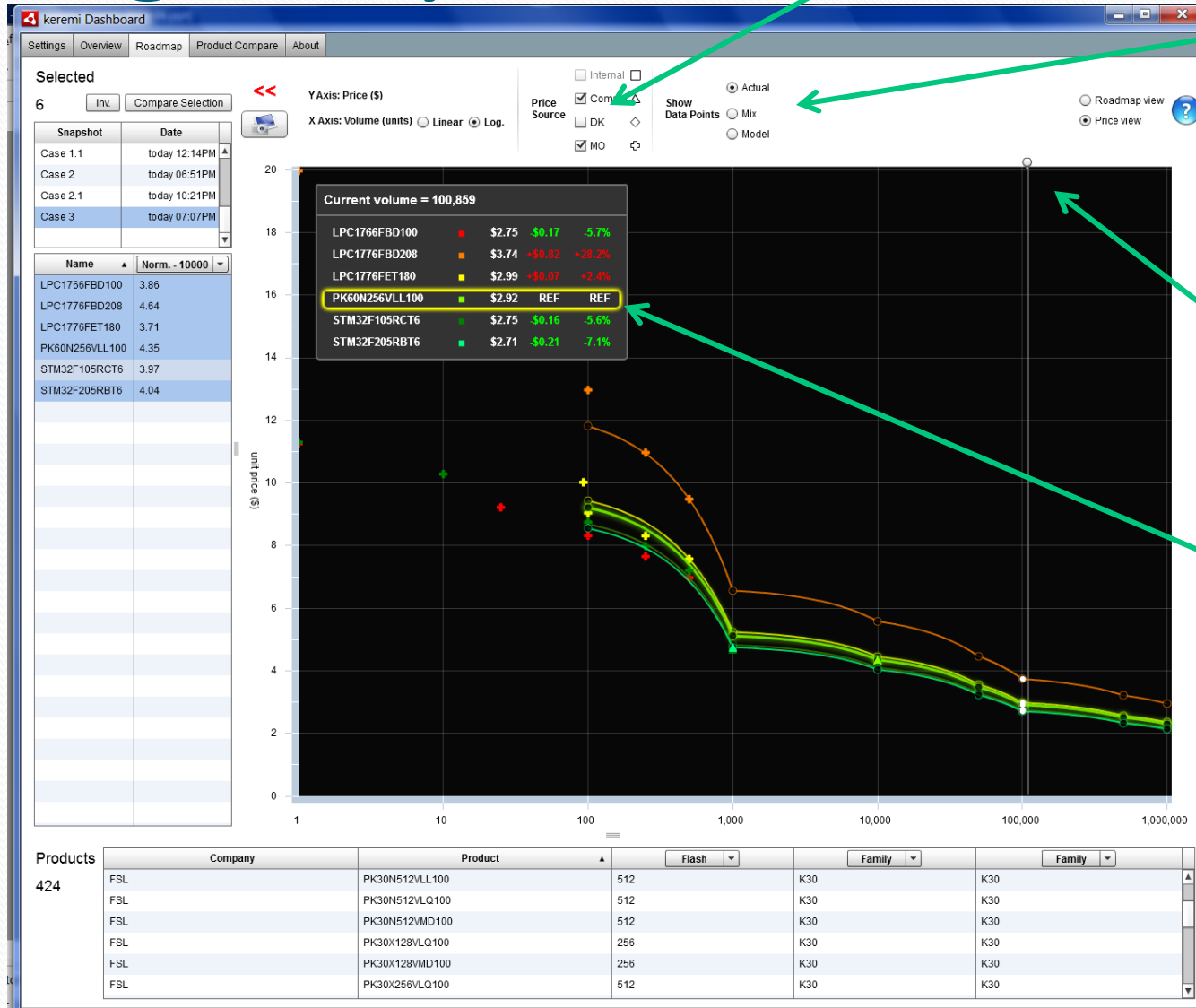
Pricing analysis

Select
source

Select
type

Select
Volume

View
Price and
Difference



Product Compare Tab

- Refine comparison
 - Fewer products
 - All parametrics displayed
 - Differential analysis
 - Export to Excel

Keremi differential analysis

Select products from roadmap

Select reference

value analyzer Show MSP430F2618's parametrics ranking better than 1st Last ?

Parameters	AT89LP213-20XU	AT89LP213-20PU	MSP430F2618	MSP430F2617	PIC16F505
General					
Company	Atmel	Atmel	TI	identical	Microchip
Prod name	AT89LP213-20XU	AT89LP213-20PU	MSP430F2618	MSP430F2617	PIC16F505
Frequency (MHz)	4th +4	+4	16	identical	+4
Family	Flash	Flash	MSP	identical	PIC16
Doc					
Avail	4th - 11 Months	- 11 Months	6/2/2007	identical	- 38 Months
Newest Rev.	N/A D	D	not found	not found	D
Oldest Rev.	N/A A	A	not found	not found	A
Temp. Min	identical	identical	-40	identical	identical
Temp. Max	2nd -20	-20	105	identical	+20
Vcc min (V)	1st +0.6	+0.6	1.8	identical	+3.7
Vcc max (V)	3rd +1.9	+1.9	3.6	identical	-1.6
Architecture	N/A 8051	AT89LP213	not found	not found	PIC16
Product	N/A AT89LP213	AT89LP213	not found	not found	not found
Bus Arch	N/A not found	not found	not found	not found	8
Memory					
Flash (kB)	1st -114	-114	116	24	-114.5
SRAM (kB)	1st not found	not found	0	identical	not found
EEPROM (kB)	1st -8064	-8064	8192	identical	-8120
ROM (kB)	N/A 0	0	not found	not found	0
ROM (kB)	N/A 0	0	not found	not found	not found
ROM (kB)	N/A No	No	not found	not found	not found
Power					
Standby (uA)	1st not found	not found	16x16	identical	not found
Active (mA)	1st not found	not found	3	identical	not found
Package					
Type	1st TSSOP	PDIP	113BGA, 64LQFP, 80LQFP	identical	14/PDIP, 14/SOIC 150mil, 14/TSSOP, 16/G
Pins	N/A 14	14	not found	not found	14
Interfaces					
I/O	1st -50	-50	64	identical	-52
Timers					
16-bit	1st -1	-1	3	identical	-3
32-bit	N/A not found	not found	not found	not found	0
8-bit	N/A not found	not found	not found	not found	1
PWM	1st not found	not found	8	identical	not found
CAN					
Type	1st identical	identical	0	identical	identical
Messages	N/A No	No	not found	not found	not found
UART	1st not found	not found	2	identical	-2
SPI	1st -3	-3	4	identical	-4
I2C	1st not found	not found	2	identical	-2
BSP	1st not found	not found	0	identical	not found
Ethernet	1st not found	not found	0	identical	not found

Differential values

Absolute values

About Tab

- License information

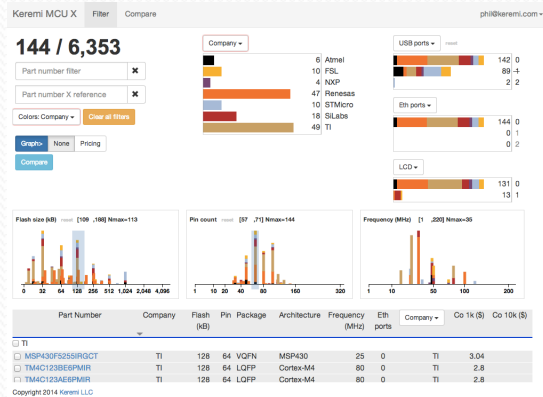
Getting help

- Help screens can be found on the following tabs:
 - Settings
 - Roadmap
 - Product Compare
- In case of questions or problems
 - support@keremi.com

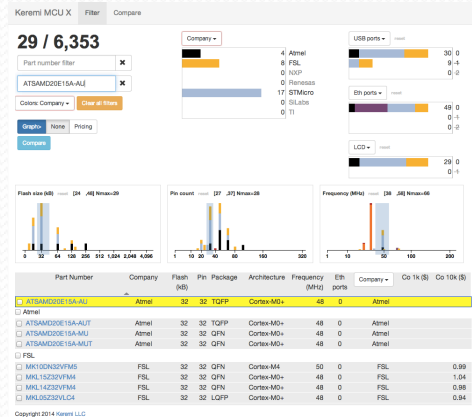
Crossfilter

- Fast filtering
 - Graphical selection of products
 - Histograms
 - Multi-criteria
- Side by side comparison
- Dynamic cross referencing
- Updated monthly

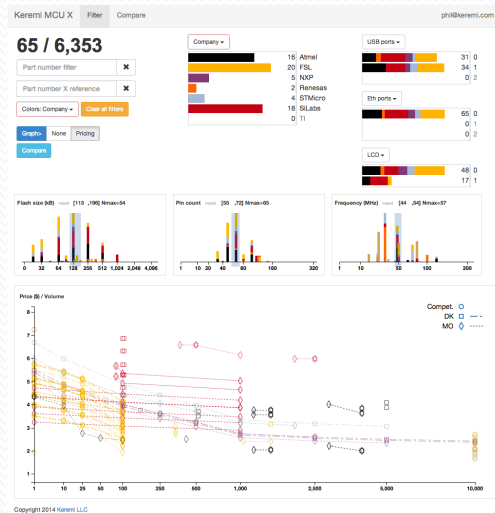
Cross filtering



Cross referencing



Pricing analysis

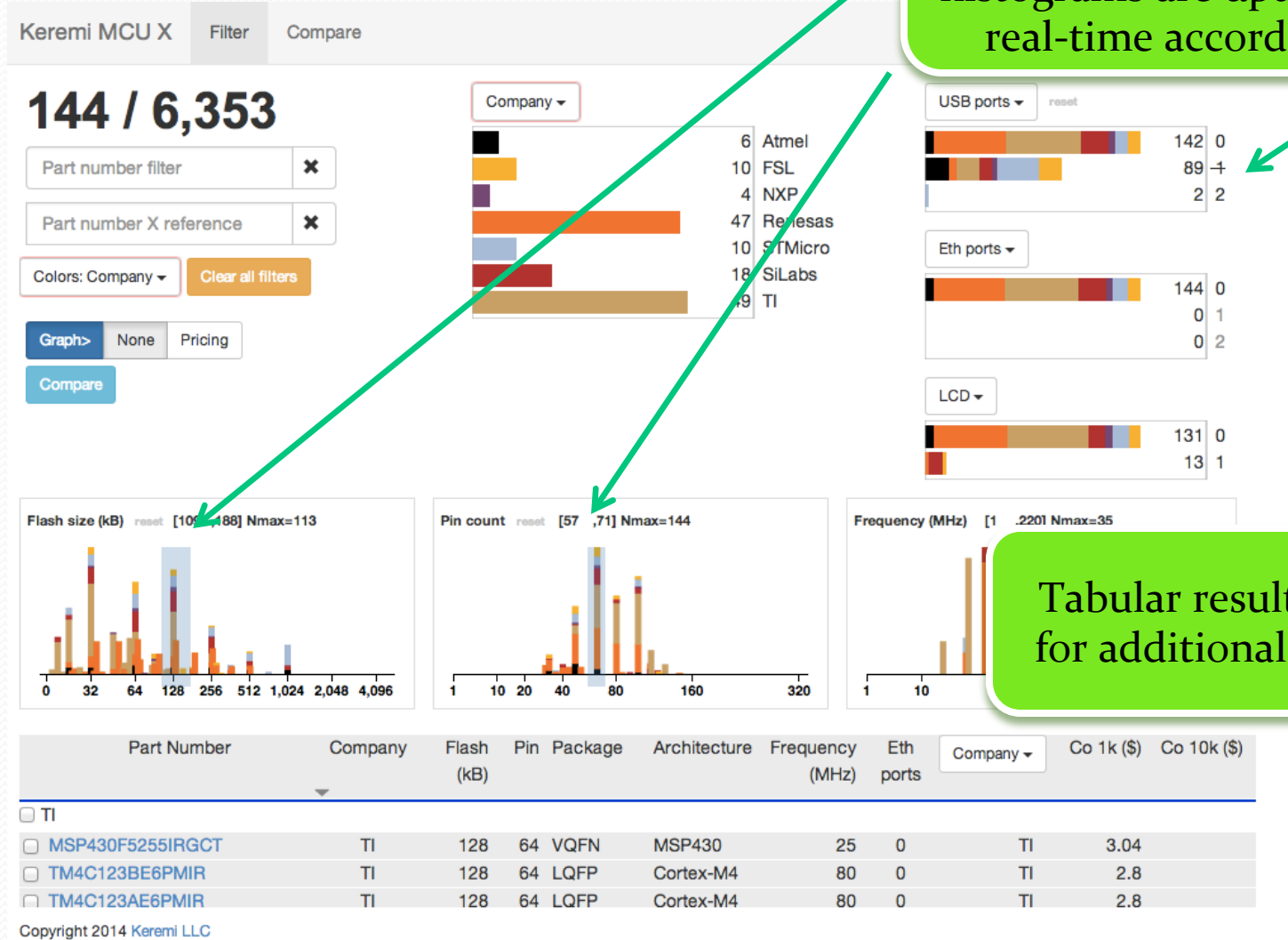


Side by side comps



Cross filtering

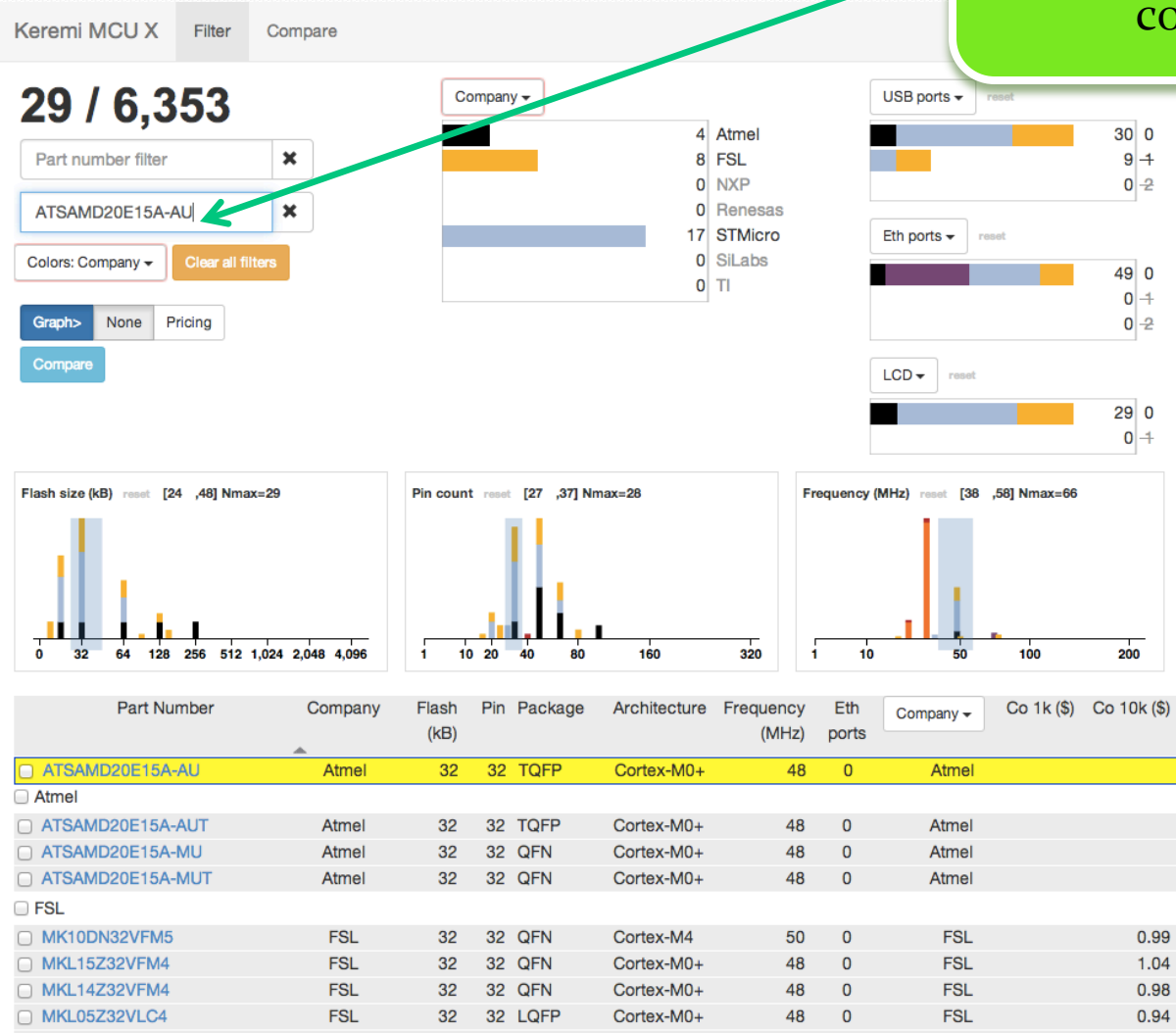
Data is filtered with one mouse click and drag: all histograms are updated in real-time accordingly



Tabular results allow for additional sorting

Cross referencing

Type in a part number and get instantly its direct competitors



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Pricing analysis



Side by side comparison

Keremi MCU X Filter Compare phil@keremi.com

Export to Excel

Set one product as the reference

Watch the differences

	ATSAM3N00B A-MU	R5F5110JADL F	STM32F051R4 T6	EFM32TG232F 16-QFP64	EFM32TG230F 16-QFN64
Analog					
ADC 1 Bits	10	+2	+2	+2	+2
ADC 1 Chan.	10	+4	+9	-2	-2
ADC 2 Bits	0			Identical	Identical
ADC 2 Chan.	0			Identical	Identical
ADC 3 Bits				-	-
ADC 3 Chan.				-	-
ADC Count	1	Identical	Identical	Identical	Identical
ADC Max Chan.	10	+4	Identical	-2	-2
Comparator	0		+2	+2	+2
DAC 1 Bits	10		+2	+2	+2
DAC 1 Chan.	1		Identical	Identical	Identical
DAC 2 Bits				-	-
DAC 2 Chan.				-	-
DAC Count	1	-1	Identical	Identical	Identical
DAC Max Chan.	1	-1	Identical	Identical	Identical
General					
Architecture	Cortex-M3	RX	Cortex-M0	Identical	Identical
Bus Arch	32		Identical	Identical	Identical
Company	Atmel	Renesas	STMicro	SiLabs	SiLabs
Doc					
Avail			-	-	-
Newest Rev.	11011BS		4	1.21	1.21
Newest Rev. Date	11/01/2010		+3.2 years	+3.1 years	+3.1 years
Oldest Rev.					
Family	ATSAM3N	RX	STM32F...	EFM32T...	EFM32T...
Frequency (MHz)	48	-16	Identical	-16	-16
Status			-	-	-
Temp. Max	85		Identical	Identical	Identical
Temp. Min	-40		Identical	Identical	Identical
Vcc max (V)	3.6	Identical	Identical	+0.2	+0.2
Vcc min (V)	1.6	+0.2	+0.4	+0.2	+0.2
Interfaces					

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Questions and Answers



Thank you!