

ASUS IoT BU

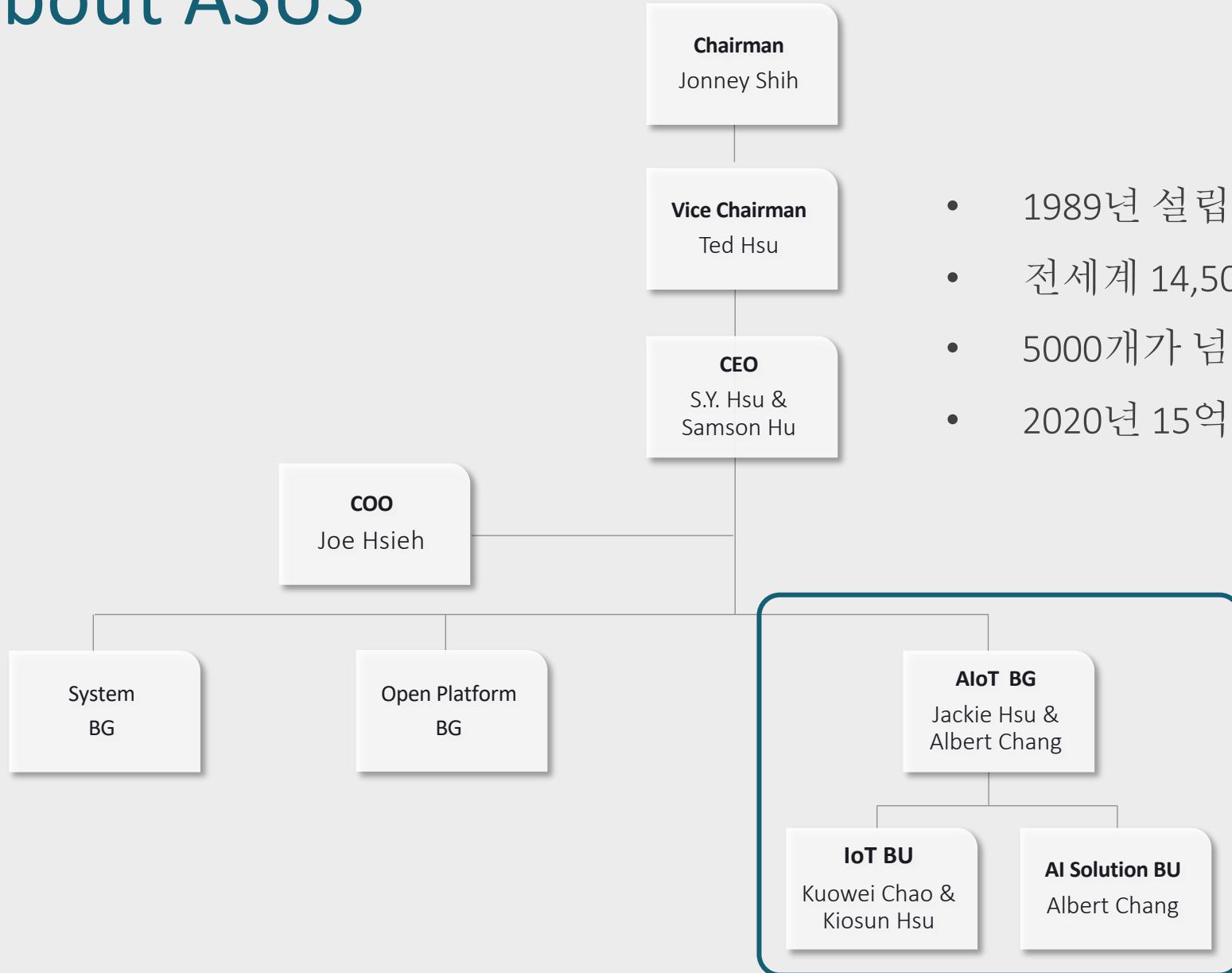
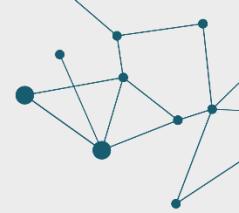
Introduction





About us

Facts about ASUS

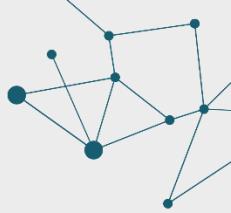


- 1989년 설립
- 전세계 14,500명 근무자
- 5000개가 넘는 세계 수준의 RD 팀
- 2020년 15억 달러의 매출 달성

ASUS IoT

ASUS IoT

Asus IoT 브랜드 시행



BRAND
VISION

BRAND
MISSION

VALUES
PROPOSITION

불가능에 도전

Asus IoT는 최고의 임베디드 기술을 제공하는 신뢰할 수 있는 서비스 파트너가 되는 것을 목표

맞춤형 IIoT 원스톱 솔루션

Automation 、 retail 、 hospitality 、 healthcare 、 transportation 、 surveillance



Industrial-grade edge devices

Edge server, IoT edge gateway, small-field edge computer, industrial MB & components, tinker boards series, mini pc.



Cloud services integration

Compelling SAAS experience by enhancing cloud services with AI engine, AIIC, and industrial OS



Cutting-edge technology

IoT market ready solutions with software and hardware integrated ex. ALPR, human detection and more..

ASUS IoT

Partner Alliance



다양한 직업에서 귀하의 비즈니스에 더 나은 서비스와 지원을 제공하기 위해 ASUS IoT는 세계 정상급 업계 리더와 제휴합니다.



- Collaboration with Google on Product with Edge TPU integrated
- Partnership on product plan about AI accelerator



- IoTG associate membership
- RRK Membership



- Windows IoT co-engineering collaboration
- Azure Certified device partner



- Collaborate with NXP on products with i.MX 8M family processors



- Collaborate with Rockchip on Product with NPU integrated



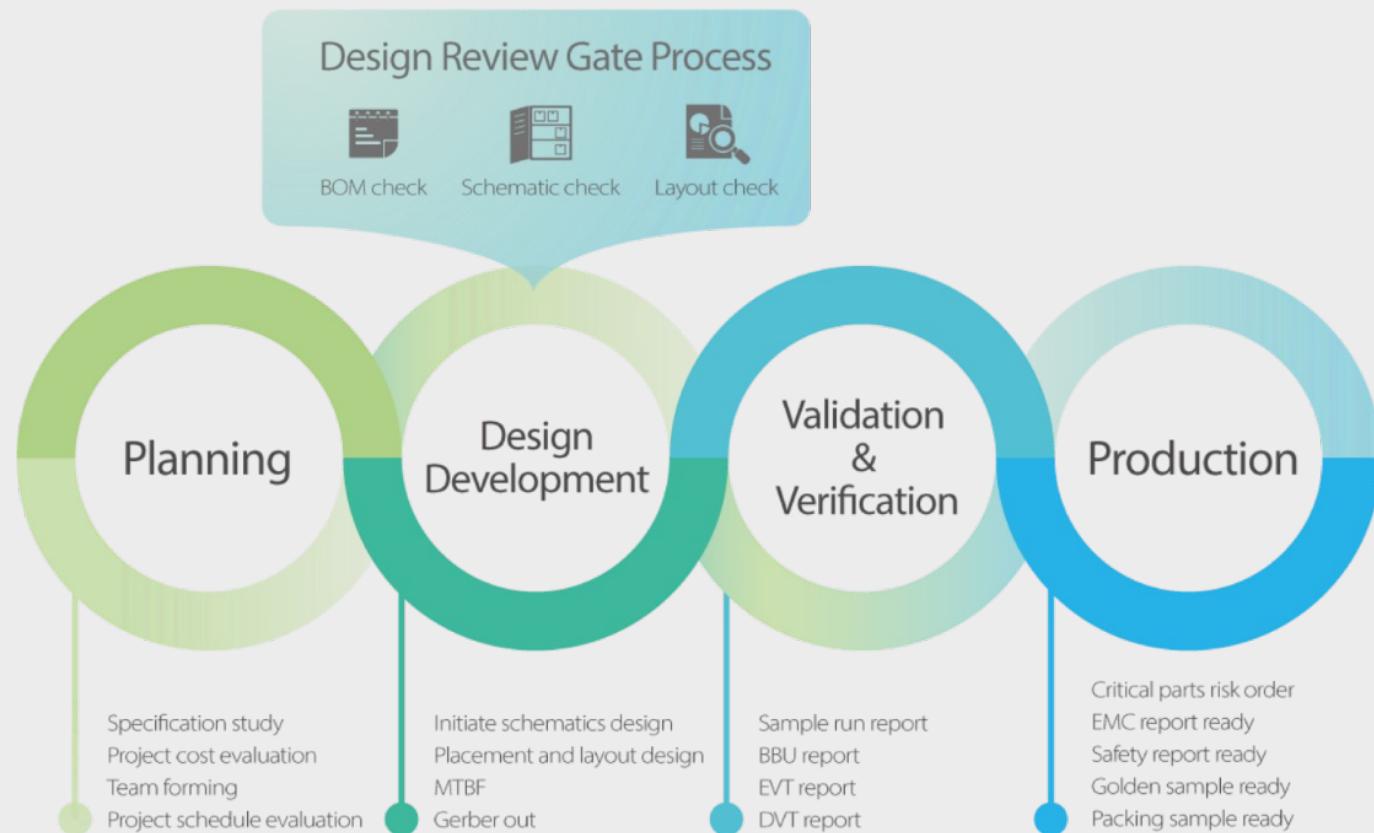
工業技術研究院
Industrial Technology
Research Institute

- MOU Partnership with Smart Microsystems Technology Center in food safety territory

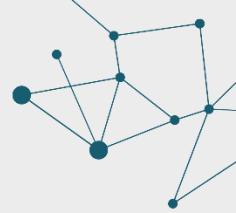


Design & Manufacturing & Service

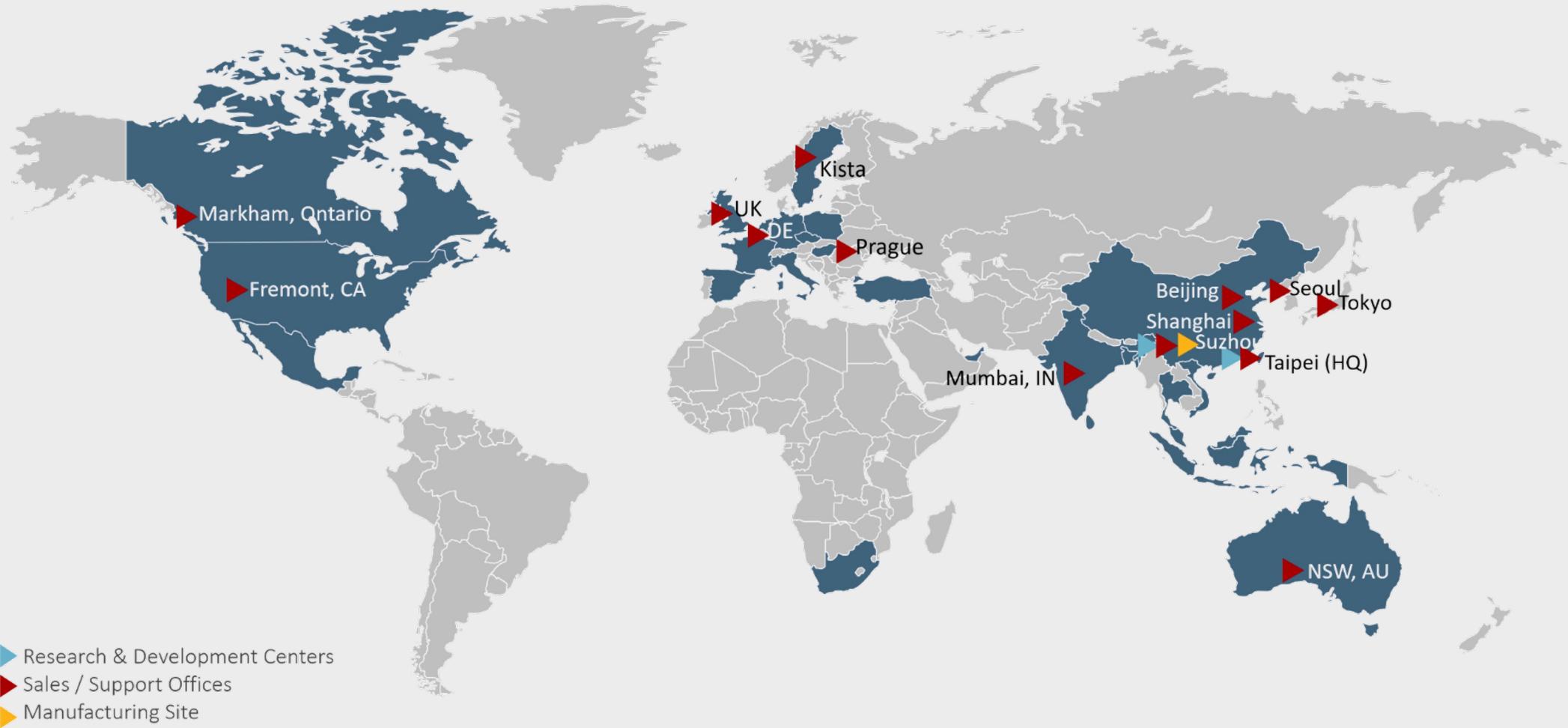
ASUS는 업계 표준을 능가하는 제품과 서비스를 만드는 것으로 유명합니다. 당사 엔지니어는 품질을 보장하기 위해 엄격한 표준에 따라 설계하며 실제 성능과 신뢰성을 보장하기 위해 최고의 구성 요소만 사용합니다. ASUS는 소량 또는 대량의 맞춤형 생산을 제공하는 것과 함께 모듈, 마더보드 또는 시스템에 대한 수정된 표준 또는 완전히 맞춤형 설계 및 제조 서비스를 위한 유연한 옵션도 제공합니다.



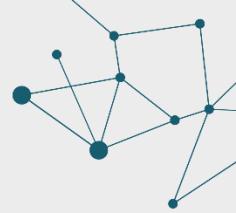
Global Offices & Headcounts



ASUS는 71개 국가에 서비스를 제공하고 있으며, 그 중 50개 이상이 유통 모델을 사용하여 현지 시장에 깊숙이 파고드는 운영 기반을 구축했습니다.



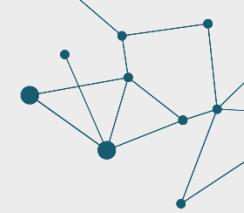
Global Reach, Local Touch



ASUS는 고객이 수리가 필요한 사무실 품목을 RMA 위치로 배송하는 대신 수거하여 효율적이고 시기 적절한 서비스를 제공하는 전 세계 수백 개의 지역 서비스 센터를 보유하고 있습니다. 이러한 서비스 센터는 ASUS가 직접 운영하거나 최고의 서비스와 품질을 제공하기 위해 ASUS가 교육 및 인증한 공인 서비스 제공업체가 소유 또는 운영합니다.



FAE Service 지원 전략



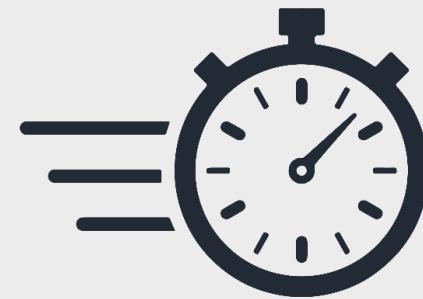
■ Pre-Sales

- Technical Question
- Technical Support
- Custom BIOS Request



■ Post-Sales

- Customer Complain:
- For **Top Urgent**, deal with issue within **1** day
- For **Urgent**, deal with issue within **3** days
- For **Normal**, deal with issue within **7** days
- Special BIOS/TinkerOS Image Request



■ Quick Reaction Rate

- Change boot logo
- Inject OA & Security Key
- Default BIOS Setting modification



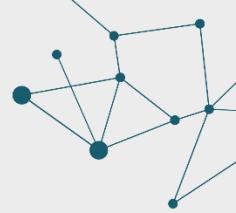
Corporate Social Responsibility

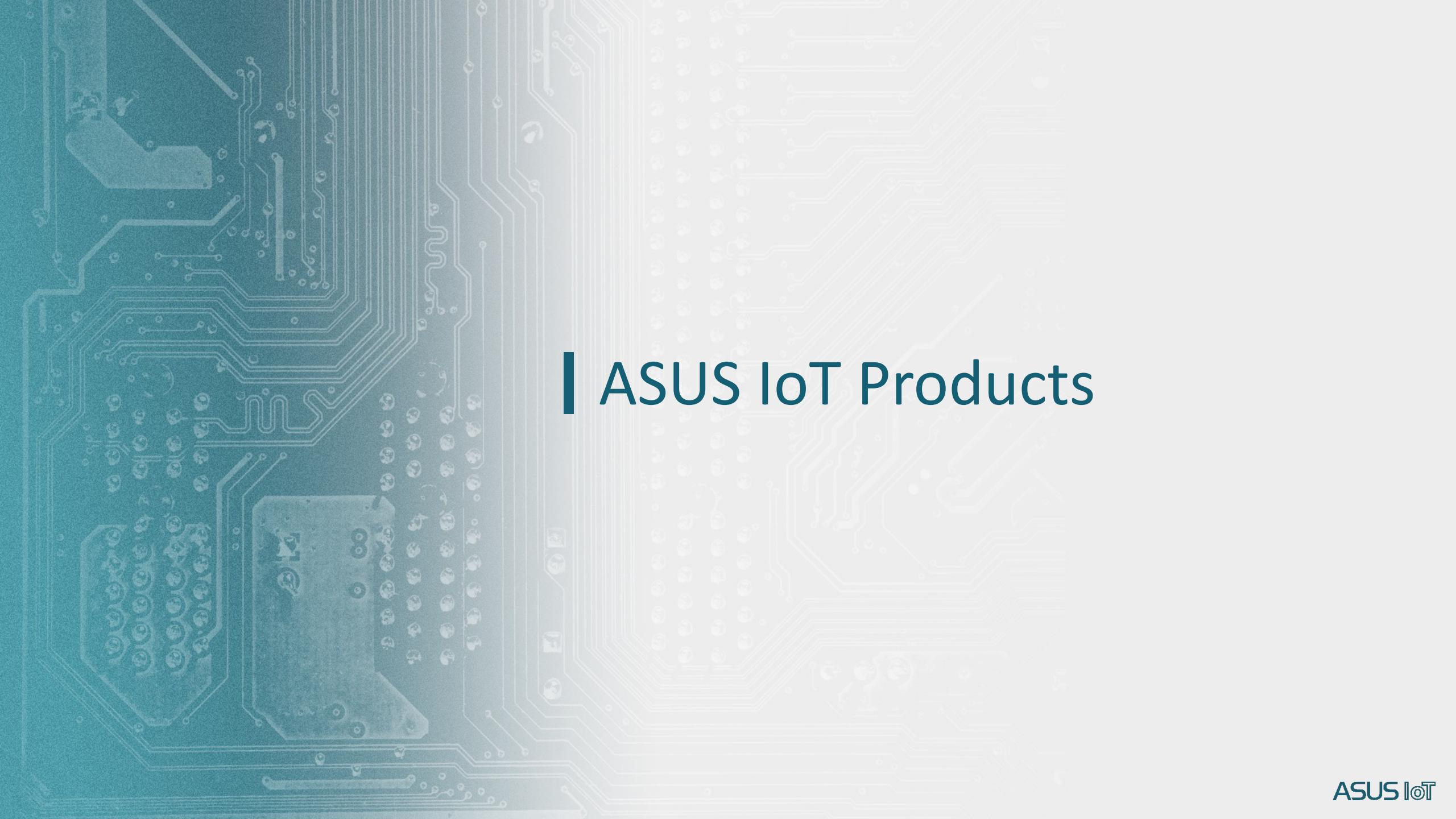


ASUS 제품은 수많은 친환경 표준 및 이니셔티브를 준수하는 것으로 전 세계적으로 인정받고 있으며 2019년에 72,477개의 글로벌 에코 라벨을 획득했습니다.

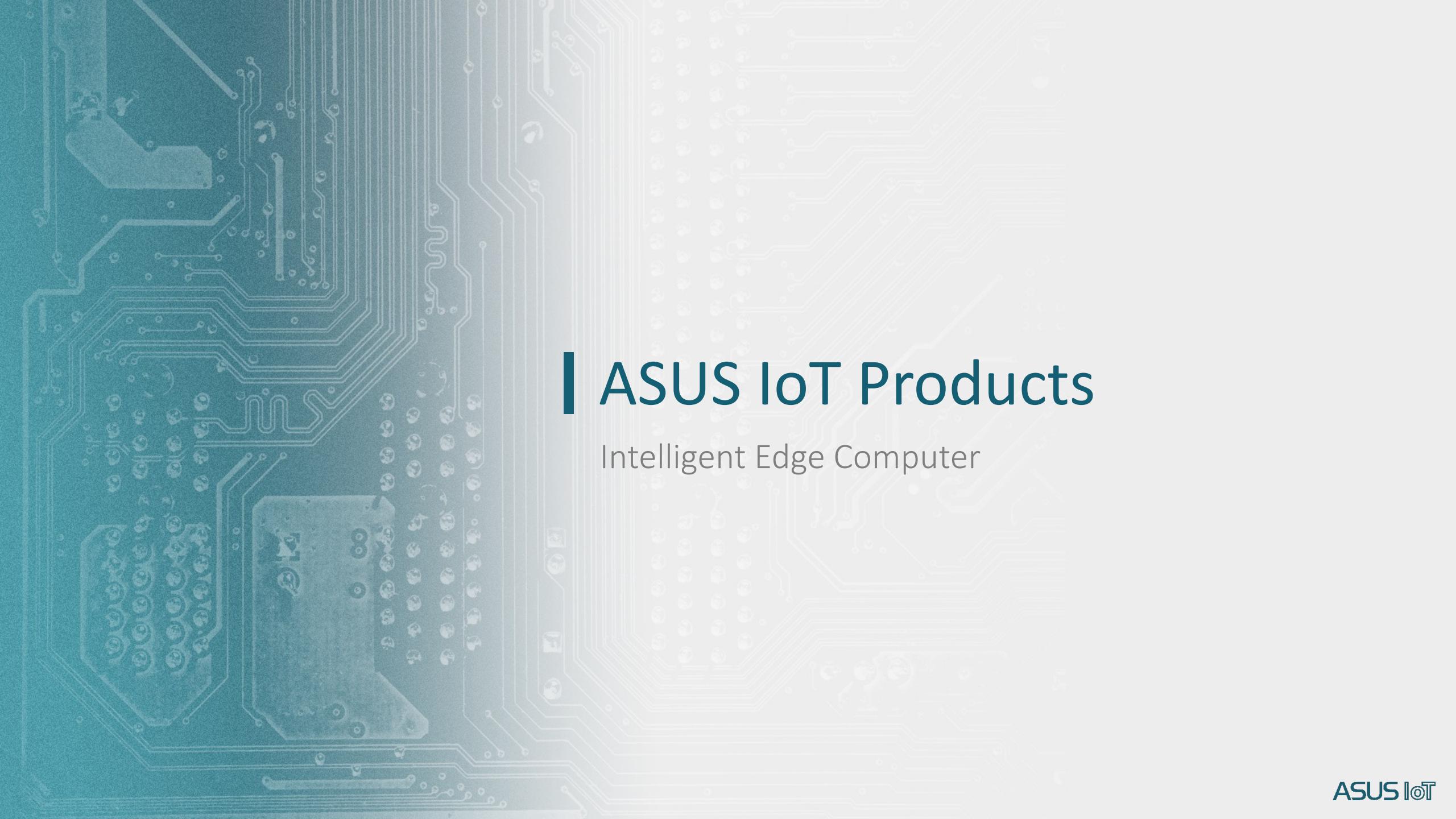


Vertical Focus





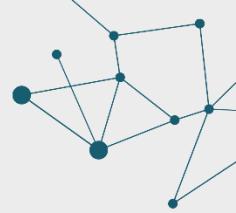
I ASUS IoT Products



| ASUS IoT Products

Intelligent Edge Computer

Intelligent Edge Computer Introduction

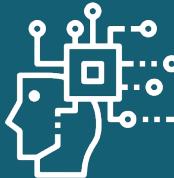


Reliable Operation



- -20°C to 60°C wide operating temperature range
- Harsh / Heavy Industry certifications
- RF and **carrier** approvals

Easy Application Development



- AI inference solution ready

Long-Term Support



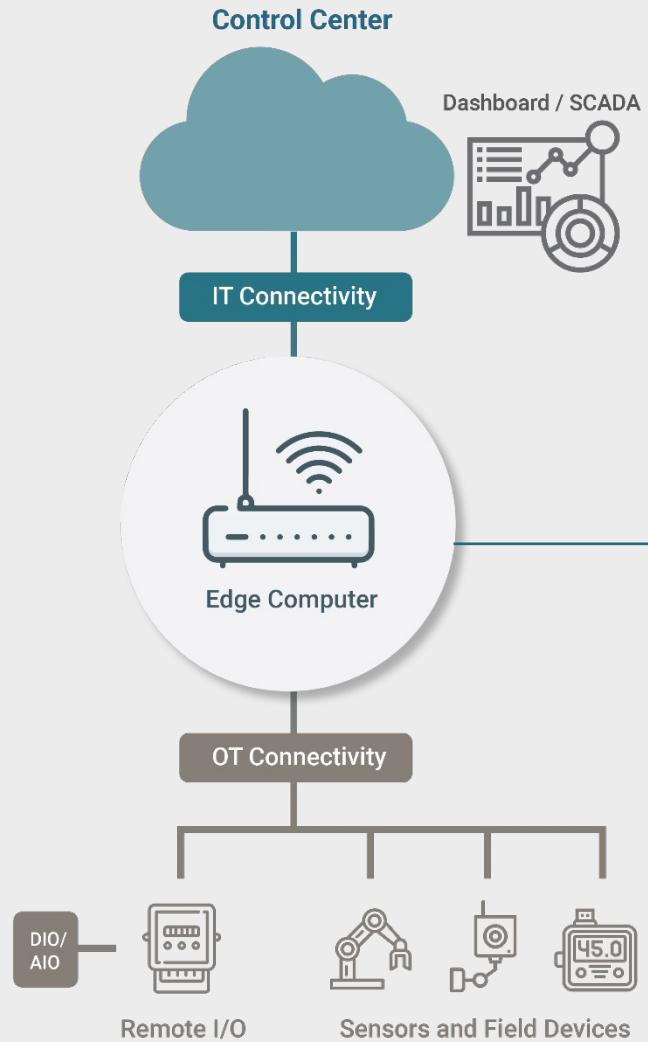
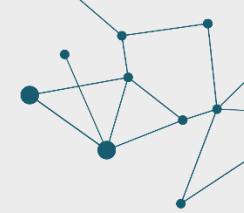
- Industry-leading **3-year** hardware warranty
- Committed **7-year** hardware longevity

Easy Device Management



- AICC – cloud-based device management utility for easy maintaining and updating to the mass deployed ASUS devices

Intelligent Edge Computer Introduction



High-End Edge Server – *PE400D Series*



- Intel 10th Gen. Core-I 35/65/80W processor
- PCIe expansion slots for graphic/AI accelerator card
- IEC 61000-6-2/4 heavy industry certified
- -20~60°C operating temp.

Small-field Edge Aggregator – *PE200S/U Series*



- Intel 8th Gen. Core-I 15W & Apollo Lake-I ATOM processor
- High density I/O interfaces
- Fanless design
- -20~60°C operating temp., NCC

IoT Edge Gateway – *PE100A/S Series*



- NXP i.MX8M Dual processor & Intel Elkhart Lake ATOM process*
- 4G/Wi-Fi/BLE integrated*
- Fanless design
- -20~60°C operating temp., NCC

Edge Computer Roadmap

Fan-less Design

Intelligent Edge Console

Extended Temp.

IP66 Option

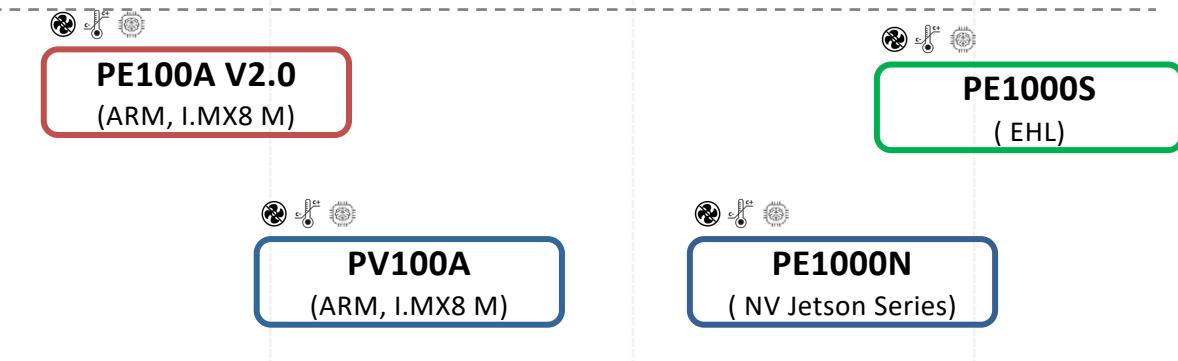
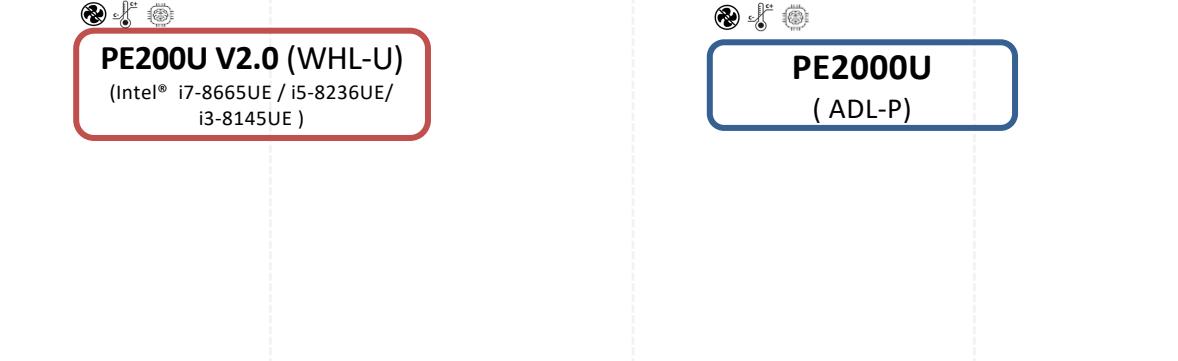
Rugged Option

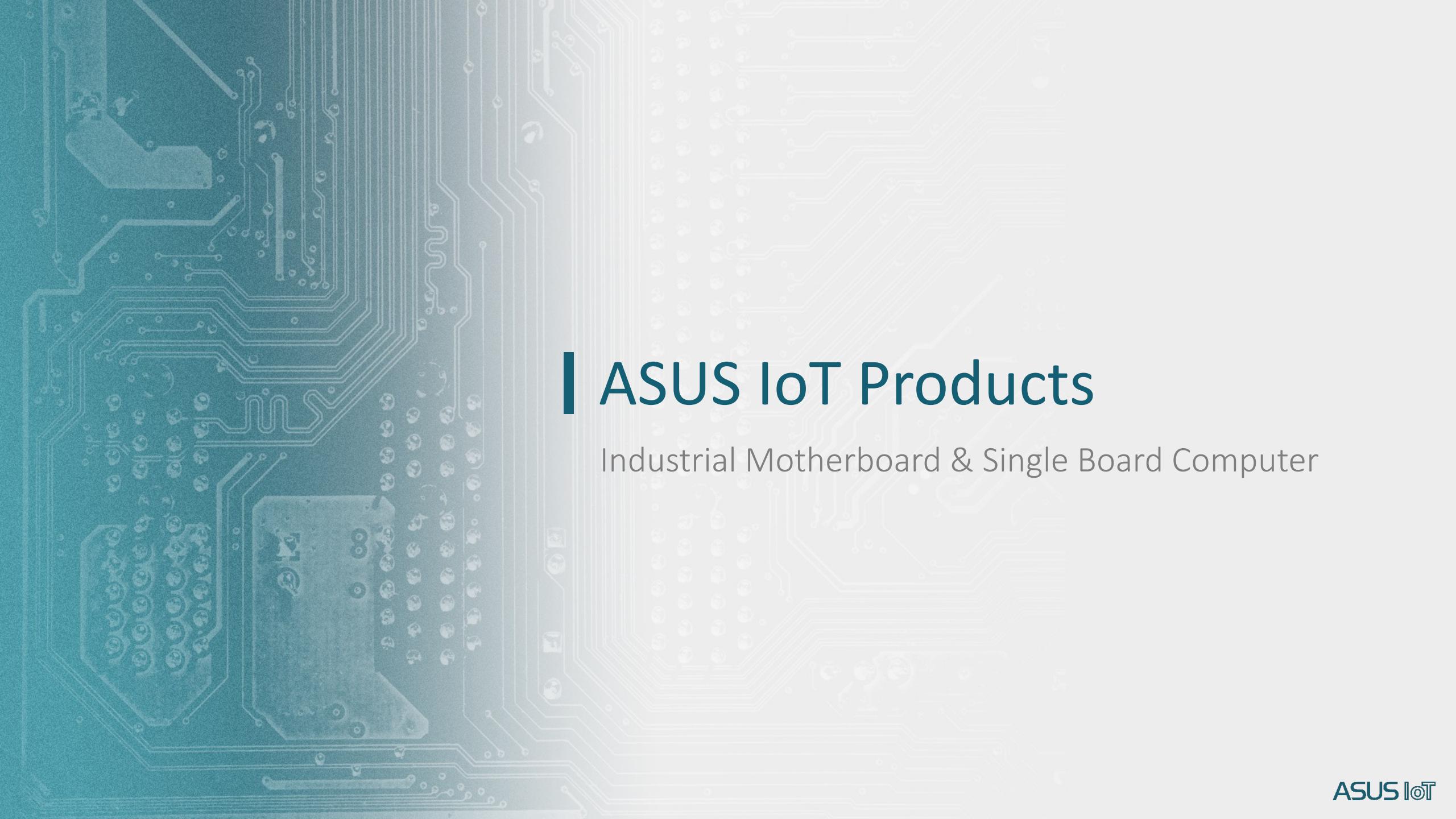
Available

Developing

Planning

Pending

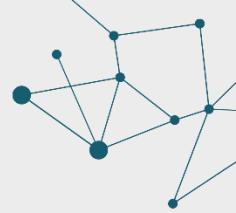




I ASUS IoT Products

Industrial Motherboard & Single Board Computer

IPC MB/SBC Product



We have various kinds of form factors, and now we focus on smaller ones.

Industrial

0°C to 60°C

ATX Micro ATX



Mini ITX



-20°C to 60°C

3.5" SBC



PICO ITX



-40°C to 85°C

3.5" SBC



Intel Q370/ H310

Intel Q370/H310

Whiskey Lake i7/ i5/ i3

Atom / ARM

Apollo Lake X7/X5/X3

Vertical Markets and Applications

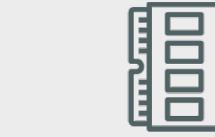
ASUS IPC MB/SBC는 다양한 수직적 시장에 적응할 수 있는 향상된 기능과 유연성을 제공합니다.



ASUS IPC MB/SBC



Key parts



Applications

Gaming Machine



Smart Retail



Industrial Automation



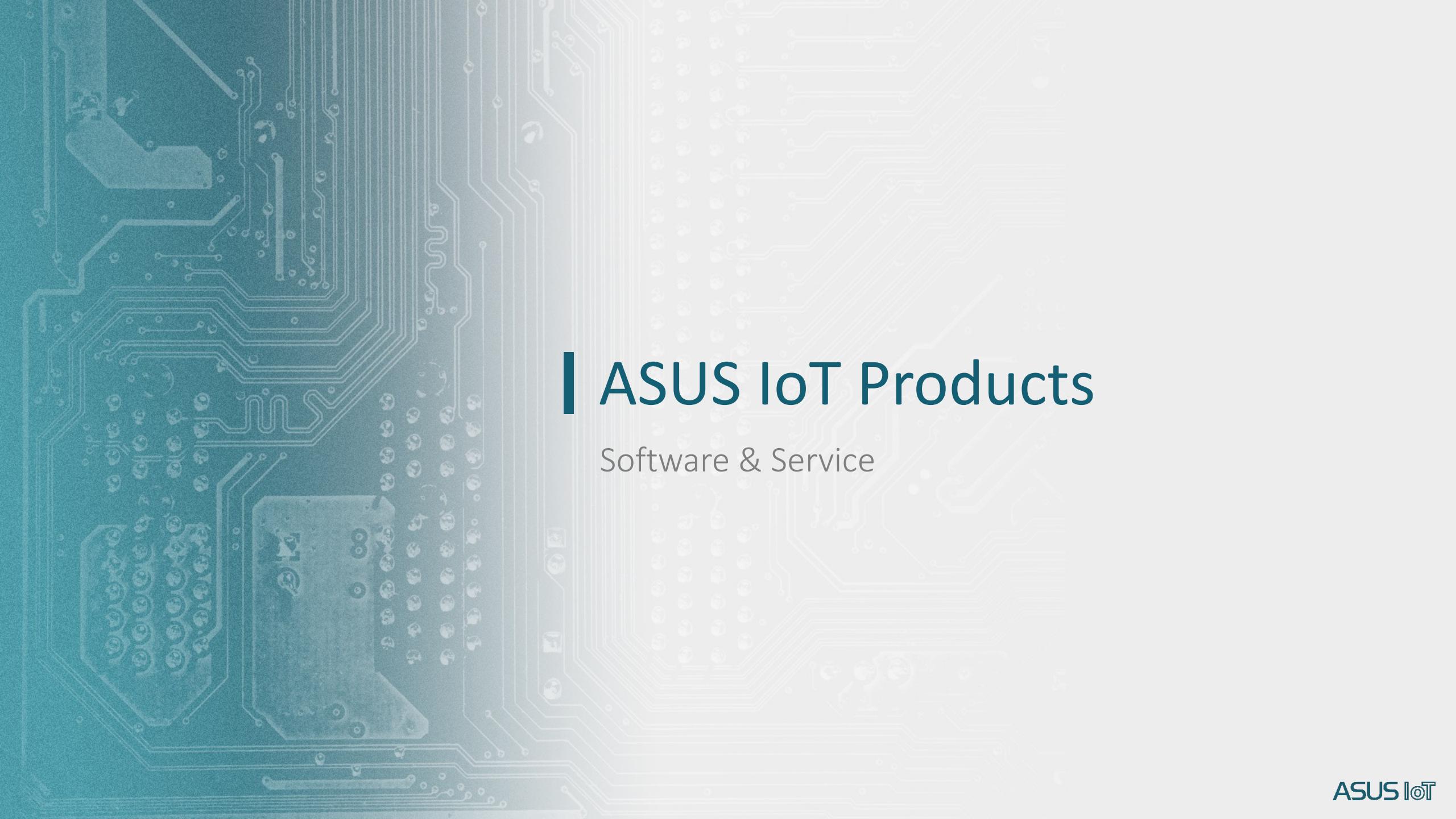
Financial



Industrial MB & SBC Roadmap



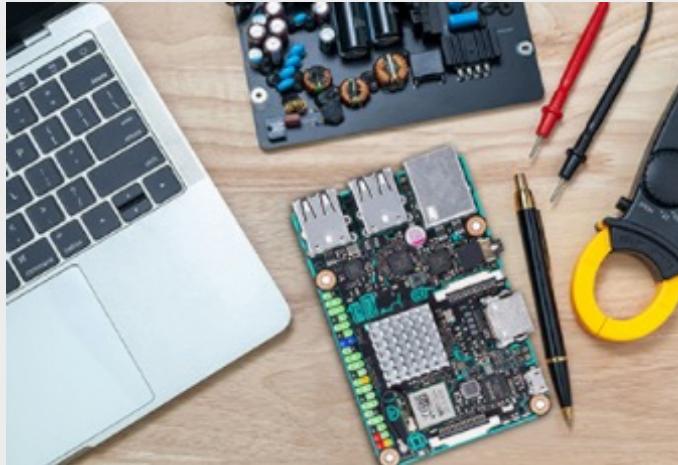
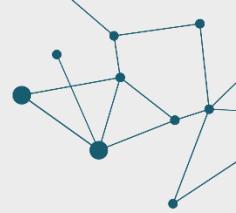
		Available	Planning
IPC MB & SBC	ATX		H110A-IM-A
	Micro-ATX	Q370M-IM-A H310M-IM-A	
	Mini-ITX	Q370I-IM-A Q370I-IM-A R2.0 J3455I-CM-A	V1605I-IM-A R1505I-IM-A W480EI-IM-A Q470EI-IM-A
	Thin Mini-ITX		J3455T-IM-A N4200T-IM-A N3355T-IM-A
	3.5" SBC	C785S-IM-AA C582S-IM-AA C381S-IM-AA	E395S-IM-AA E394S-IM-AA E393S-IM-AA N420S-IM-AA
	ARM SBC	IMX8P-IM-A	IMX8P-IM-B



| ASUS IoT Products

Software & Service

Software & Service Introduction



ASUS Industrial Android FOTA

Android has become one of the fastest-growing IoT standard OS as it's openness, touch-panel friendly and Google supported ecosystem.



ASUS IoT Cloud Console (AICC)

ASUS IoT Cloud Console (AICC) is a unified platform for managing and analyzing big data collected by IoT devices running different operating systems.

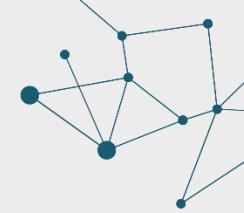


ASUS AI Security Solution

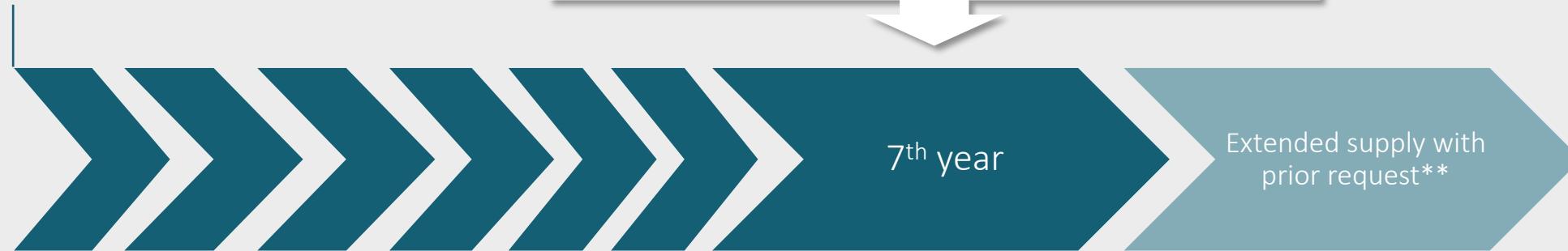
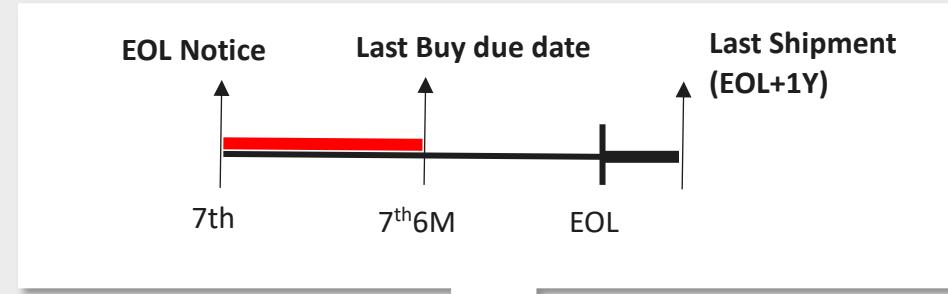
It is an intuitive face recognition system for workplaces and schools that is powered by artificial intelligence for accurate and stable security monitoring and improved operational efficiency.



ASUS IoT BU Longevity Supply Service



Product Launch



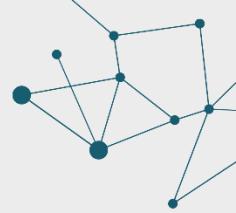
How we manage long-term supply?	What's the forecast rule?	When we issue EOL notice & Last Buy?
<ul style="list-style-type: none">우리는 공급업체의 장수 로드맵에 나열된 CPU/칩셋 및 기타 중요한 부품을 선택합니다.당사는 1년에 2회 공급업체와 공급 계획을 확인합니다.	<ul style="list-style-type: none">우리는 고객에게 18~20주 FCTS를 제공받아야 합니다. 리드 타임이 긴 특수 부품의 경우 사례별로 논의합니다.FCTS 보고는 +/- 4주 내로 뒤집힐 수 없습니다.	<ul style="list-style-type: none">당사는 제품 EOL 1년 전에 EOL(단종) 통지를 발행하고 EOL 통지 후 6개월에 LBO(최종 구매 주문)를 발행하므로 조직이 제품 전환을 준비할 수 있는 리드 타임이 있습니다.

* ASUS is committed to offering standard IPC models with a 7-Year supply guarantee.

** For Extended supply, based on extended supply policy.



Extended Supply Policy



Product Type	Mother board or Card	System
Annual demand	2K above	500-1K
Shipment MOQ	300pcs/each order	100pcs/each order
Extended supply time limited	Up to additional 3 years from the standard supply time	
LBO time	Within half year from the 7th year of supply time	
Last shipment time	End of life year + 1 year	
Down payment rule	Before LBO time	* Pay by two installments Model unit price*Total annual demand quantity*30%
	After LBO time	* One-time payment Model unit price*Total annual demand quantity*50%
PO type	* All orders are non-cancelable and non-returnable and contract is needed	
Selling price adjustment	* Depend on different project	

- Down payment rule
- PO type
- Selling price

according to the actual circumstance adjust

Thank You !

