

Information sheet: IPC@CHIP® on board

IPC@CHIP® on board? What do we mean by that?

- » A label on our products?
Why should we tell anyone what's inside our products?
- » Don't we lose our unique selling point on the market by doing that?
- » What benefit does this bring us and who can partake in it?

IPC@CHIP® on board –
the convenience network!

Many questions, but also answers!

- » making use of synergies, increasing strong points and creating communities are nowadays popular methods of providing the opportunity of opening up new paths, even in medium-sized businesses.
- » Beck wants to walk these paths with you.
- » The aim: building an IPC@CHIP® community!

What do we want to achieve with a community?

Since its launch in 1999, the IPC@CHIP® has acquired more than 4000 customers. There is hardly a product that has created such a wide spectrum of applications and solutions. The simplicity and the quick "Time to Market" have definitely contributed a lot to this success. Confidence has been gained through continuous advancement and use of the latest standards that are almost established on the market, as is the case with CoDeSys IEC.

A confidence, which we wish to make the most of!

As a synergy between our customers

*feel free
to come on board*



The concept.

Beck created a label, which isn't just a sticker, but represents a philosophy.

It stands for:

- » quality
- » simplicity, though paired with optimum efficiency
- » an extensive application range
- » a complete solution, that allows cost-effective realisation

Just convenience!

Why do I tell my customers, that I have the „IPC@CHIP® on board“?

With the IPC@CHIP® family, Beck has been successful on the market for more than five years now. The acceptance of this product line has steadily been growing. By now the IPC@CHIP® can look back on various awards, such as two "Product of the year" awards from readers of the magazine "Elektronik", and the "Embedded Award" received at the Embedded World fair. In other words, you have a well-known, successfully established quality product installed inside your devices.

Take advantage of this recognised name for your products and join the community!

More Information under:

<http://www.ipcatchip-onboard.com>

IPC@CHIP® on board – the partnership of convenience

With this motto we wish to offer you a concept, including marketing measures, which are designed to establish your product even more on the market – and naturally ours as well.

Synergies in action put into practice!



Internet

For Beck the internet is of particular importance. Over the last years Beck has been successful in the acquisition of new customers, of which more than 80% came via Internet. This should be another unique selling point of the IPC@CHIP®.

On the **on board** pages of the IPC@CHIP® we provide the opportunity of presenting your products and your company – for free!

Workshops

Always up to date with the **on board** workshops.

We invite you to take part at various workshops. These will primarily concentrate on two topics

- » Technical innovations
- » Marketing measures

Brochures / Flyer

Make use of the **on board** advertising material!

We make up **on board** reference sheets with your applications which, with your agreement, will be utilised for several **on board** activities.

Advertisement

Present your products inexpensively within the scope of a shared advertisement.

We have designed an advertisement especially for this on board concept. For a small contribution towards the costs you can advertise here in trade journals.

Fairs

Be present at the most important fairs!

Make use of the possibility to exhibit your products on an on board Community Booth!

Exhibiting at fairs is expensive and time-consuming! On the other hand, who can afford not to be there? We offer to present your product on a reference board. The customer will receive all the necessary information about your product from either our or your staff present at the booth, including information and contacts.

In this way you will reach a wide circle of experts.

Press Relations

We will bring you out in the trade journals!

Beck has been maintaining intensive contacts to trade journals for the past years. We want to make use of this in order to publicise the **on board** idea. With every advertisement we would like to place your corresponding product announcements.

We shall design an **on board** press kit for the fairs.

What do you have to do?

Well, you just have to say that you have the IPC@CHIP® **on board**!

By joining the IPC@CHIP® **on board** community, you commit yourself to placing the label on your products. As a bonus, you shall receive a small price discount.

With that you are **on board** and can make use of the services of your choice.

