



WINNING NORDIC SOCKETS TOGETHER: VPI TECHNOLOGY GROUP

SALES TRAINING AND SUPPORT MATERIALS
FOR NORDIC SEMICONDUCTOR'S
NORTH AMERICAN SALES AND FAE ORGANIZATIONS

31 AUGUST 2020

VPI BUSINESS DEVELOPMENT TEAM



Zachary Hildebrand
Director of Firmware /
Software Engineering



Jake Hunter
Director of Electrical
Engineering



Kip Meacham
Director,
Business Development



Kurt Olsen
Vice President,
Business Development

30 MINUTES FROM NOW
OUR GOAL IS THAT YOU UNDERSTAND...



NORDIC[®]
SEMICONDUCTOR

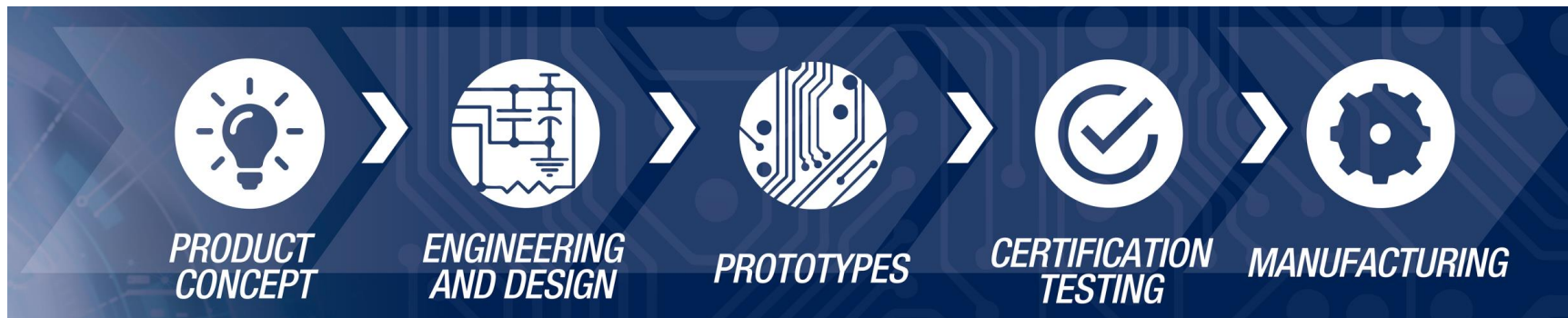
- VPI's organization and market position
- Opportunities and markets VPI is uniquely positioned to help **Nordic** win and serve
- VPI's experience designing, testing *and shipping products* using **Nordic** solutions
- Ways to engage VPI with Nordic Sales/FAE functions for more **Nordic** socket wins
- Where **Nordic** personnel can go to access VPI sales support materials for your pipeline

FOR PRODUCT COMPANIES NEEDING ONE OR MORE JOBS DONE



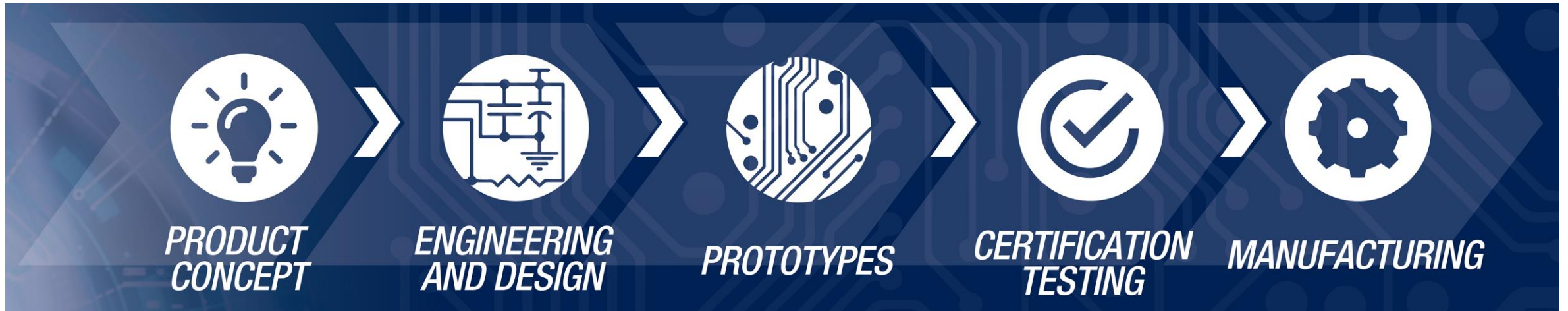
VITAL STATISTICS

- Founded 1996
- Draper, UT USA
- 90+ Employees
- 37 Engineers
- 3 Divisions
- Commercial Marketplace
- US Federal Contractor



VPI COMPETES ON SPECTRUM OF SERVICES, RISK REDUCTION, AND PROCESS RIGOR

GETTING PRODUCTS ACROSS THE FINISH LINE



FOR PRODUCT COMPANIES IN SPRINTS, MARATHONS, OR DECATHLONS
VPI PROVIDES TURNKEY AND POINT SUPPORT

UNIQUE MARKETS SERVED/ POSITIONING



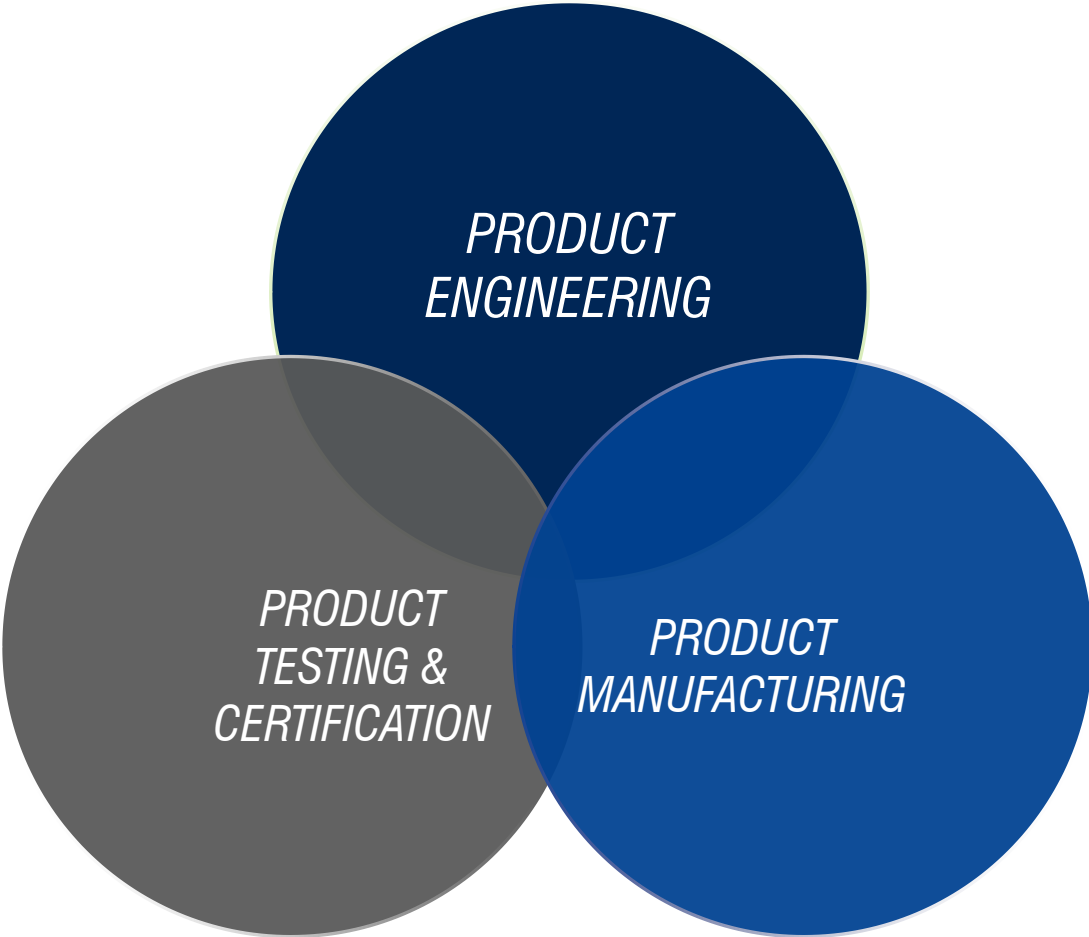
- Commercial Marketplace
- US Federal / Defense Contractor Marketplace
- Extensive device designs include:
 - Complex RF systems
 - Medical systems
 - Embedded systems
 - Imaging-based systems
 - Mechanically-intensive systems
- VPI competes on
 - Deep systems design experience
 - Significant RF design experience
 - Process rigor
- Core engineering competencies
 - Small-form factor
 - Mobility
 - RF
 - IoT
 - Low-power
 - Ruggedization

VPI ENGINEERING TEAM AND TALENT



- CEO engineer with career experience spanning the multiple points in the electronics value chain
- Key engineering directors and principal engineers with in-depth EE/ME/firmware development experience
- Extensive engineering talent pool
 - 9 Electrical Engineers (including multiple Masters degrees)
 - 13 Firmware/Software Engineers (including one PhD)
 - 5 Mechanical Engineers (including one PhD in robotics, one PE)
 - 3 PCB Layout Engineers
 - 4 Testing/Certification Engineers
 - 2 Manufacturing Engineers
 - 1 Systems Engineer

VALUE INTERSECTION OF ENGINEERING, REGULATORY CERTIFICATION & MANUFACTURING



VPI PRODUCT DEVELOPMENT EXPERIENCE WITH NORDIC SOLUTIONS



Chipsets

- nRF51822 (**Sentry RMS**, 2015)
- nRF52832 (**VPI Internal**, 2016)
- nRF51822 (**Audio Player**, 2016)
- nRF52840 (**VPI General**, 2016)
- nRF8001 (**Dog Tracking System**, 2019)
- nRF52832 (**Code Scanner**, 2019, 2020)
- nRF52840 (**Code Inductive Charger**, 2019, 2020)
- nRF52811 (**Orbit Irrigation Tech**, 2020)
- nRF52832 (**Personal Locator**, 2020)
- nRF52832 (**Therapeutic Device**, 2020)
- nRF52832 (**Personal Care Device**, 2020)

Modules

- Fanstel BT600I (**VPI General**, 2017)
- Fanstel BT600I (**VPI General**, 2018)
- Fanstel BT832 (**VPI General**, 2018)

DOD/FEDERAL EXPERTISE: US OFFICE OF RADIOLOGICAL SECURITY – RMS



Integrated Remote Monitoring System

- Remote monitor of radioactive material stockpiles
 - Integrated radiation detector, tamper detectors, cameras
 - Heavily networked and encrypted
- PC-based monitoring software
- Supports alarm notification via wireless, wired, email, text notification
- Rapid development project
 - 18 months to design-to-production schedule
 - VPI improved on this and delivered first production units in 15 months



CODE 2700 SERIES READERS AND INDUCTIVE CHARGER

- Near field and far field imaging system – dual imagers
- nRF52832 Bluetooth connectivity in the Readers
- 1600 mAH lithium ion battery
- nRF52840 dual protocol support-ready in the charger/dock
- User friendly interface
- Custom USB connector



ORBIT IRRIGATION TECHNOLOGIES



Hose

- Hose-end water flow regulators
- Regulates faucet water flow based on user-set timers
- Integrated faucet manual bypass feature
- Standalone operation with integrated timer
- ZigBee home automation-compatible wireless communication
- Integrated with Cloud Services such as Lowe's IRIS



Sprinkler

- 6-12 station, Wi-Fi enabled sprinkler controller
- Innovative home Wi-Fi pairing logic
- Smartphone to unit connection via Bluetooth



CLEAR ENGAGEMENT PATHS WITH VPI

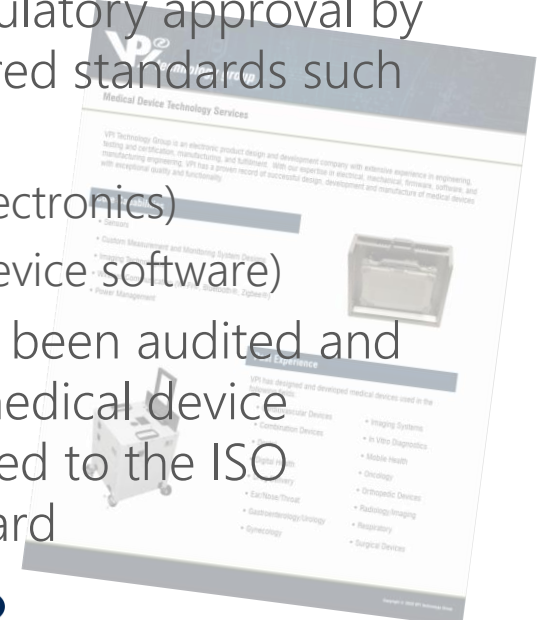


- Leading with **Pre-Scans and Regulatory Certification:** VPI Laboratories

- Pre-test/scans for proto and pre-production electronics
- Two lab facilities (chamber, open-air)
- Knocking down FCC/CE early (avoiding regulatory critical path to FSS/FCS)
- Failure mitigation and remediation with VPI Engineering (clean hand-offs)
- Managing third-party test house testing and relationships for testing we don't perform
 - UL/Intertek Electrical Safety
 - PTCRB (cellular testing)

- And with VPI's extensive **Medical Device Design Experience:** VPI Engineering

- VPI has designed and developed medical devices in multiple fields (see next slide)
- VPI supports medical device companies needing FDA 510(k) regulatory approval by designing to FDA required standards such as:
 - IEC 60601 (medical electronics)
 - IEC 62304 (medical device software)
- VPI's quality system has been audited and approved by multiple medical device companies. VPI is certified to the ISO 9001:2015 quality standard



EXTENSIVE MEDICAL PRODUCTS SUCCESSES

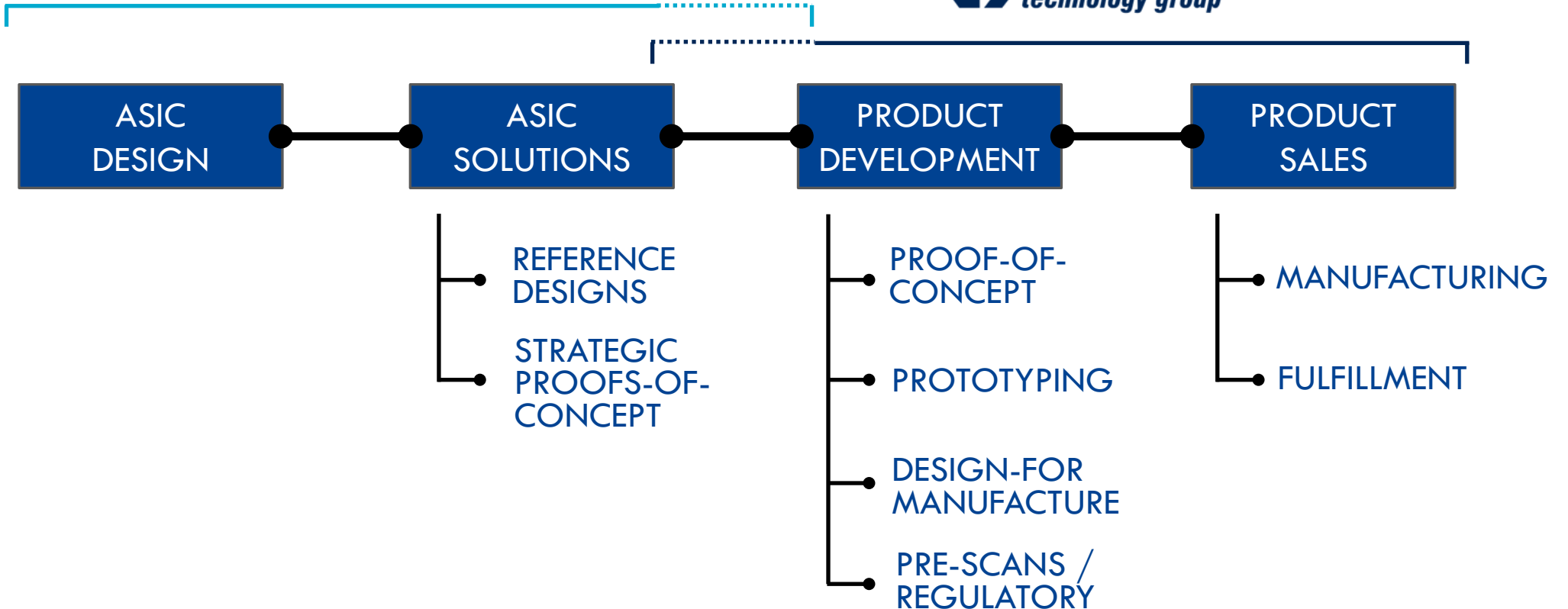


- **Medical Components** (MedComp) – cardiovascular monitoring – C3 Wave (or Celerity 3)
- **Dental** – Aribex portable x-ray device
- **Digital health-mobile health** – C3 Wave, E&B Devices at-home-use colorectal cancer screening device
- **Drug Delivery** – NPS Pharmaceuticals – Drug delivery enclosed needle design, Silvervue pill dispenser conceptual design
- **Ear/Nose/Throat** – Neuromonics – tinnitus treatment devices (ringing in the ears)
- **Urology** – initial design concept for uroflow meter
- **Gynecology** – Cooper Surgical Endosee Gen 2 imaging system, current project under NDA
- **Imaging systems** – Numerous: Quansys – disease diagnostic system, Endosee 2, NuSkin ProDerm 1 & 2, Longevity Link beta keratin/antioxidant/flavonoid and carotenoid detection system
- **Dermatology** – Larada Sciences – lice treatment system
- **In-Vitro Diagnostics** – Quansys Q-View Imager LS, BioFire FilmArray, ApolloDX device
- **Oncology** – E&B Medical Devices – colorectal at-home cancer screening device
- **Orthopedic Devices** – Motion Control (UtahArm) rechargeable battery system for prosthetic arms
- **Radiology/Imaging** - Motor relay control and power signal interface and lift column boards for GE Healthcare x-ray system, Aribex portable x-ray device
- **Respiratory** – Nidek – oxygen concentrator concepts, Science Medical tracheotomy care system
- **Surgical Devices** – Domain Surgical – surgical knife, MTI – surgical chair motor control system
- **Others** – Alere - low-cost fluorometer
- **Bard Access** – PCB layouts
- **EKOS**

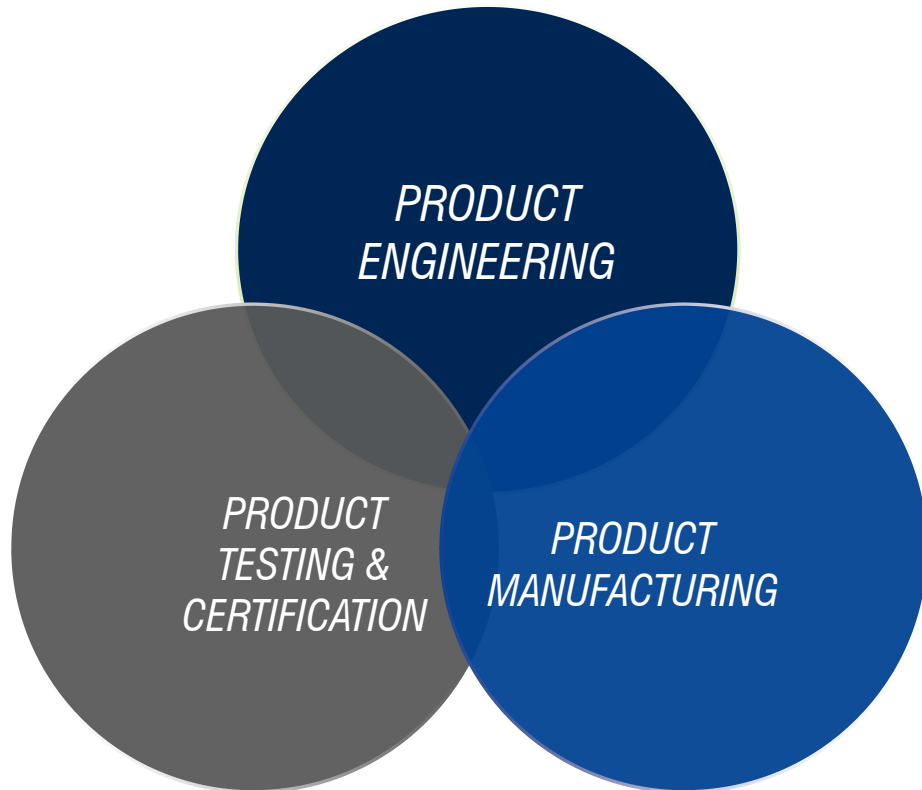
PRODUCT ECOSYSTEM VALUE CREATION FOR OUR COMMON CUSTOMERS



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GETTING PRODUCTS ACROSS THE FINISH LINE



VPI Engineering

New product development for cutting-edge technologies and innovative products, including sensor systems, measurement and monitoring systems, imaging and camera systems, embedded technology, RF/wireless design, and connected devices (wireless design and IoT).

VPI Laboratories

Safety, immunity, environment and electronic product validation / verification testing. Performed by test engineers in in controlled lab environments using specialized equipment. Anechoic chamber and open-air testing facilities.

VPI Manufacturing

Full-service assembly and manufacturing services for low-to-high volumes. US and Philippines-based production facilities.

Q&A, WRAP-UP



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Jake Hunter
Director of Electrical
Engineering



Kip Meacham
Director,
Business Development



Kurt Olsen
Vice President,
Business Development

RECOMMENDED ENGAGEMENT STEPS

1. Contact [Kip Meacham](#), Director, Business Development by email or phone (o: +1.801.260.4008 / m: +1.801.362.0696)
2. Look at resources on the VPI Sales Support Web Page for Nordic Semiconductor (URL is <https://vpitechnology.com/nostalgic>)
 - Freely download and share the collateral with your contacts, but please do not share these links outside of Nordic)
3. Position us with your contacts needing engineering support as:
 - Experienced in designing, testing *and shipping products* using **Nordic** solutions
 - A full-service FCC/IC/CE regulatory certification partner
4. VPI will actively engage with you
 - In the Bluetooth/BLE space, VPI leads with recommending Nordic solutions
5. VPI will sign NDAs with your contacts who are interested, collect their requirements, and prepare proposals for them, all at no cost
 - For convenience (and speed-to-engage), feel free to provide them with our standard Mutual Non-Disclosure Agreement (downloadable from the Sales Support Web Page)



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