



# ToolsXpress<sup>SM</sup>

Engineered by Embedded Developer

## Instant Access to Development Tools Worldwide



### Digi-Key and Embedded Developer: providing real tools for real engineers.

#### Digi-Key

- The World's #1 catalog distributor.
- Shipped product to 396K individuals in 2009.
- Over 43 million web site visits in 2009.
- 24 local language / local currency e-commerce sites.
- \$925 million sales in 2009.
- Ship to over 140 foreign countries each year.

#### Embedded Developer

- The World's Leading Processor search and compare site.
- The World's Leading Tools search and compare site.
- Over 26,000 Data Sheet Downloads in 2009.
- 10,000+ Tools Sales, RFQs and Shopping Cart Clicks in 2009.
- English, Chinese and German Regional language sites.

### What is Tools Xpress?

#### ■ A tools program with the following characteristics:

- More visibility for development tools.
- Direct purchasing.
- World wide, local language, local currency.
- Accelerated search capabilities.
- Benefiting the 400K established Digi-Key customers.
- Exploit Digi-Key's extensive outreach programs.
- Benefit from Digi-Key's renowned customer service.

### What can Tools Xpress do for you?

- Create a unique development tool-centric environment.
- Making your tools easy to find and buy especially for new customers.
- Providing a way to manage product information and e-commerce process in one place.
- Raising awareness amongst Digi-Key's customers-- present and future.
- Provide an industry knowledgeable interface between You and Digi-Key.

### Get Started Today:

- Contact Vaughn Orchard, Embedded Developer Tools Manager, and enter into an agreement with Digi-Key and Embedded Developer to sell your tools.
- Manage your product and e-commerce data on Embedded Developer's admin site.
- Manage inventory and consignment levels at Digi-Key with low stock alerts.
- Your product data will be visible directly on [www.digikey.com](http://www.digikey.com).
- You are a fully franchised Digi-Key supplier with all the benefits.

[www.devtoolsXpress.com](http://www.devtoolsXpress.com)

Digi-Key Tools Xpress<sup>SM</sup>  
is Engineered by  
Embedded Developer



HEARST business media & Convergence  
ELECTRONICS GROUP PROMOTIONS

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# Increase your sales and visibility through Tools Xpress, the most dynamic sales channel in the electronics industry.

Thousands of engineers enter Tools Xpress daily through one of three portals: Digikey.com, Embedded Developer.com, or toolsXpress.com, to research, compare and buy development tools. Join Tools Xpress today and let us promote your development tools and increase your sales.

The screenshot shows the Embedded Developer website interface. At the top, there's a search bar for 'Tool Order Number' and 'Processor Part Number'. Below that, navigation tabs for 'Manufacturers', 'Development tools', 'Architecture', 'Resources', and 'Language' are visible. A main banner for 'AT91SAM9261 Processors' is displayed, featuring an image of the processor and the text 'List & Compare'. A table lists processor details: Part number (AT91SAM9261), Family (AT91SAM9), Manufacturer (Atmel), Core Variant (ARM9261J), Freq. (240MHz), Flash/ROM (0), and Package (LFBGA 217). A 'Product Overview' section describes the processor as a complete system-on-chip with an extended DSP instruction set and a Java accelerator. A 'Features' section lists capabilities like DSP Instruction Extensions, ASK Jazelle® Technology for Java®, and various memory management features.

The Embedded Developer processor landing pages link directly to the development tools that support each device. Engineers can also find tools by the parametric tools search engine.

The screenshot shows the Tools Xpress website interface. It features a 'Parametric Tool Search' section with dropdown menus for 'Any Manufacturer', 'Any Part Family', 'Any Tool Type', 'Any Core Architecture', 'Any Variant', and 'Any Provider'. There are also input fields for 'Tool Order Number' and 'Processor Part Number'. Below the search area, a 'Development Tool Showcase' displays three featured tools: 'ULINKpro Debug and Trace Unit', 'MPC8349EMITX: MPC8349E-miTXE Reference Platform', and 'Stellaris® LM3S9B92 Kit for Code Red Technologies Red Suite'. Each tool is accompanied by a small image and a brief description. The page also includes a 'Resources' section with links to 'Digi-Key', 'Microcontroller Technology Zone', and 'Tool bar download', and a 'Manufacturers' section listing various semiconductor companies like Atmel, Freescale, IAR, Keil, Microchip, NXP, Renesas, and Segger.

The Tools Xpress home page contains a parametric search engine that can quickly locate the tool by name, tool type, company name, or the processor it supports. Every partner gets an opportunity to be in the tools showcase.

The screenshot shows the 'MARCH 2010 North American Edition' of the Embedded Developer newsletter. The header includes the newsletter title and a 'Quick Links' section with links to Embedded Developer.COM, Embedded Developer.CN, Embedded Developer.DE, Digi-Key Tools Xpress, Chinese, German, and Newsletters. The main content is divided into several sections: 'Prototyping with the NXP LPC1114' (highlighting microcontroller performance and price), 'Touch means "high-tech" for today's consumers.' (discussing consumer electronics trends), 'Buy these Tools Now from Tools Xpress' (promoting various development tools), 'Hot Chips & Tools' (featuring the MPC8349E-miTXE reference platform), 'Electronic Components News' (announcing the Digi-Key Tools Xpress program), and 'TMS320C5505 eZdsp USB Stick' (highlighting its integrated audio codec and USB interface).

The Tools Xpress program and tools are promoted through a network of print and web-based vehicles, provided by Digi-Key and Embedded Developer's partner, Hearst Electronics Media, the electronics industry's premier media provider. Above is a monthly newsletter mailed to 100,000 engineers in North America, 60,000 in Europe and the Middle East, and 40,000 in China.

The screenshot shows the Digi-Key Microcontroller Solutions Home page. It features a search bar for 'Embedded Developer.com' and a 'Parametric Search' section with dropdown menus for 'Processors' and 'Tools'. A 'MICROCONTROLLER SOLUTIONS' banner is prominently displayed. Below the banner, a text block explains that microcontrollers are complete computer systems-on-a-chip used for control electronic devices. A 'Featured Products' section highlights the 'STMicroelectronics STM8S 8-bit MCU Family'. A 'Featured Resources' section includes links to 'Digi-Key' and 'ToolsXpress'. The page also features a 'Featured Article' section.

Digi-Key's Microcontroller home page with Embedded Developer's Processor and Tools Search engines and Tools Xpress links simplify the task of finding your development tools.

The screenshot shows the Digi-Key Tools Xpress search results for 'NXP LPC2478 Evaluation Boards'. The results are organized into a table with columns for 'Manufacturers', 'Embedded Artists', 'IAR', and 'Keil'. Each column lists a specific evaluation board: 'LPC2478 Eval. Board', 'KickStart Kit LPC2478', and 'MPC2470 Eval. Board'. The table provides detailed specifications for each board, including interfaces (JTAG, CAN, Ethernet, USB, SD, 2K CAN, USB OTG Host, Analog I/O), display (3.2 inch QVGA TFT Color LCD Touch Screen), ROHS status, software included (Sample Applications, uLinux Distribution, SDRAM Initialization Code, Pre-emptive RTOS, GCC QuickStart Build), external RAM (64MB, 32KB), external flash (128MB), and add. HW included (256K bit ITC2 EEPROM, Modem, 5-K key Joystick, 3-Axis Accelerometer, J-Link ARM Debug Probe, MP3 Decoder, Accelerometer). Prices are listed as \$345, \$495, and \$370, with availability noted as 'RFQ', 'In Stock', and 'In Stock'.

The Embedded Developer compare engine is the only place in the world where engineers can compare tools by features, performance, price and availability. After comparing, quick links take them to a product page where they can get information the tools before buying.

The screenshot shows the Digi-Key Tools Xpress product page for the 'C8051F530DK Development Kit'. The page features the Digi-Key logo and 'Tools Xpress' branding. A 'Parametric Search' section is visible at the top right. The main content area displays the product name 'C8051F530DK Development Kit' and an 'Order Information' table. The table lists the 'Order Code' as C8051F410DK, the 'Unit Price' as \$99.00, and the 'Extended Price' as \$99.00. Below the table, there's a 'Change location' button and a 'United States' indicator. The page also includes a 'PROCESSES SUPPORTED' section listing C8051F52x-F53x and C8051F530DK Development Kit. A 'USER MANUAL' section is also present. The page describes the kit as the easiest way to begin development with the families with the fully functional 'out-of-the-box' C8051F530DK development kit. It highlights a unique aspect of the development board: it has two C8051F530 devices on a single board, enabling the designer to develop a fully functioning LIN 2.0 master/slave network with a single piece of hardware. Furthermore, the external connector and 12 V regulator allow the designer to interface to any existing LIN network for maximum design and test flexibility. A list of included items is provided: C8051F530 target board, Quick-Start Guide, AC to DC power adapter, USB debug adapter (USB to debug interface), USB cable, and CD-ROM. The CD-ROM content includes the Silicon Laboratories Integrated Development Environment (IDE), source code examples, and register definition files.

We produce a landing page for every product on our line card. On this page, the engineer can preview the tool's features, price, and availability. One click brings them to the Tools Xpress Shopping Cart (below), and buying!

The screenshot shows the Digi-Key Tools Xpress shopping cart for the 'C8051F530DK Development Kit'. The cart displays the 'Digi-Key Part Number' as 336-1314-ND, the 'Quantity Available' as 4, and the 'Price Break Unit Price Extended Price' as 1, \$99.0000, \$99.00. The 'Manufacturer' is 'Silicon Laboratories Inc' and the 'Manufacturer Part Number' is 'C8051F410DK'. The 'Description' is 'KIT DEV FOR C8051F41X'. The 'Lead Free Status / RoHS Status' is 'Contains Lead / RoHS non-compliant'. The cart also shows the 'Quantity' as 1, the 'Item Number' as 336-1314-ND, and the 'Customer Reference' as 'Add to Order'. A 'Search Again' button is located at the top left of the cart area. The page also features a 'Live Online Chat' button and a 'Part Search' section with a search bar and a 'GO' button.