

# INDUSTRIAL & IoT EDGE PROCESSING: TEACH-IN

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SECURE CONNECTIONS  
FOR A SMARTER WORLD

EXTERNAL

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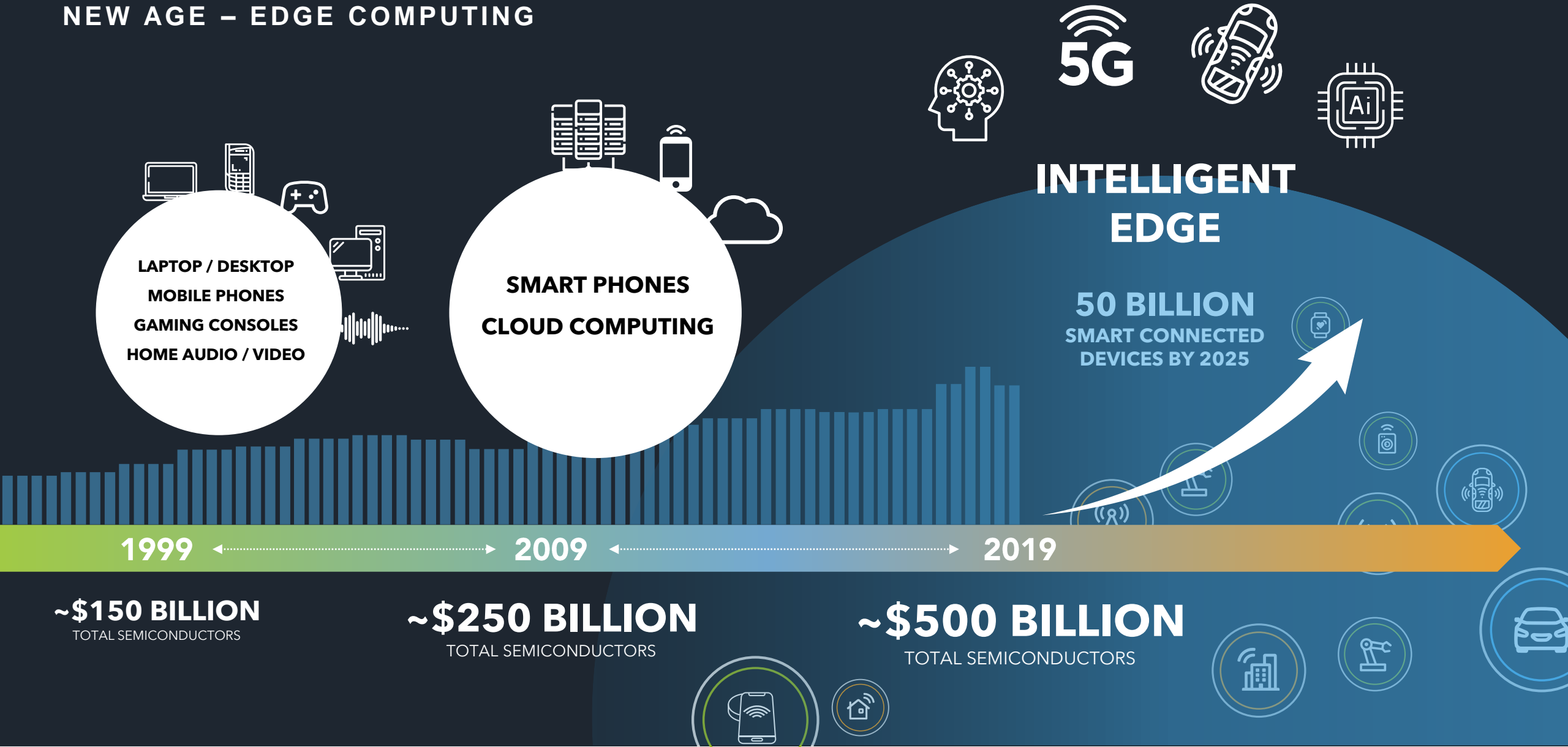


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# NEW AGE – EDGE COMPUTING





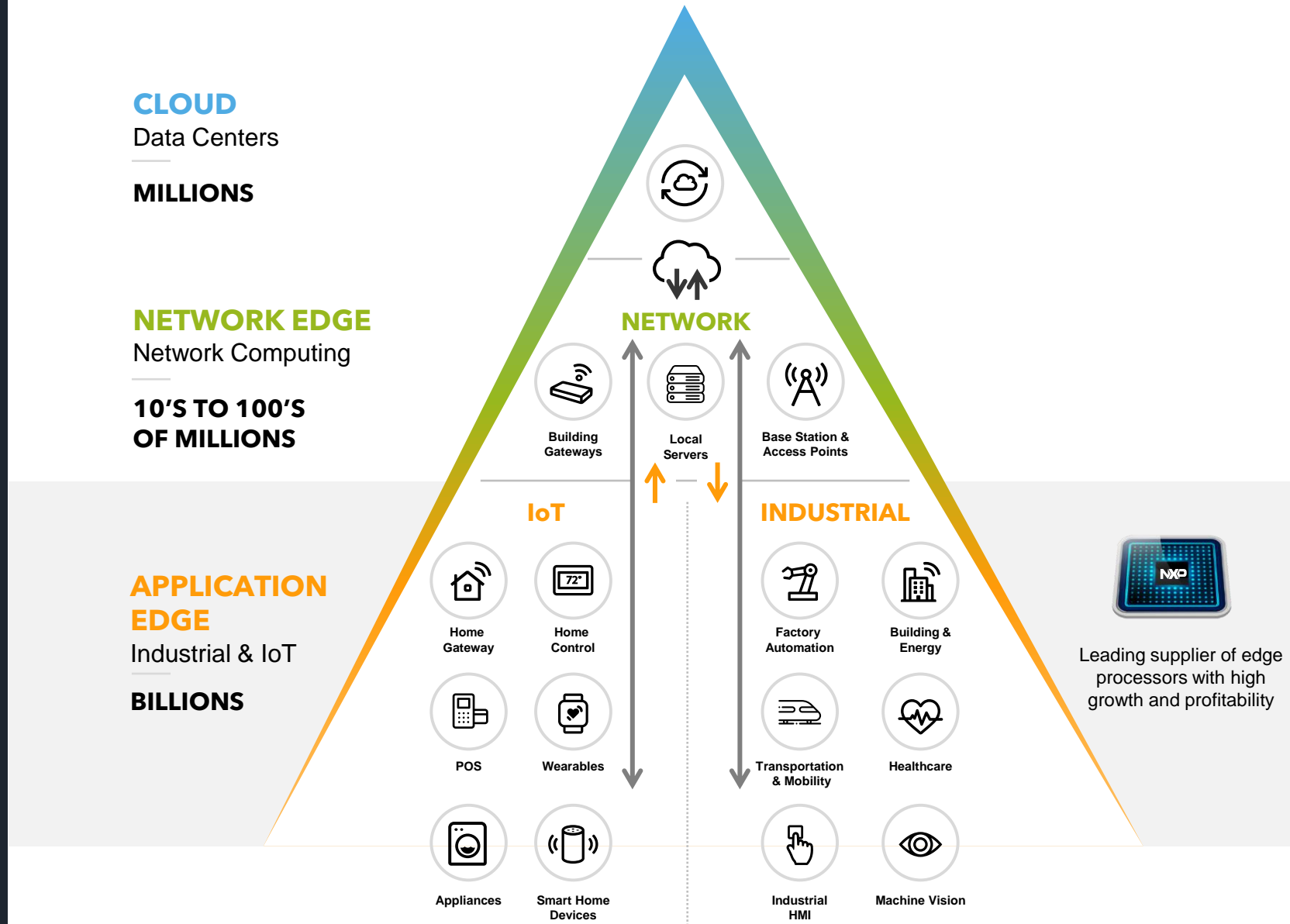
# NXP STRENGTH – SERVING THE FAST-EXPANDING INTELLIGENT EDGE

## BENEFITS OF INTELLIGENT EDGE

-  Enhances quality of experience
-  Protects data privacy
-  Reduces cloud dependency & power
-  Decreases total cost of ownership
-  Reduces application latency

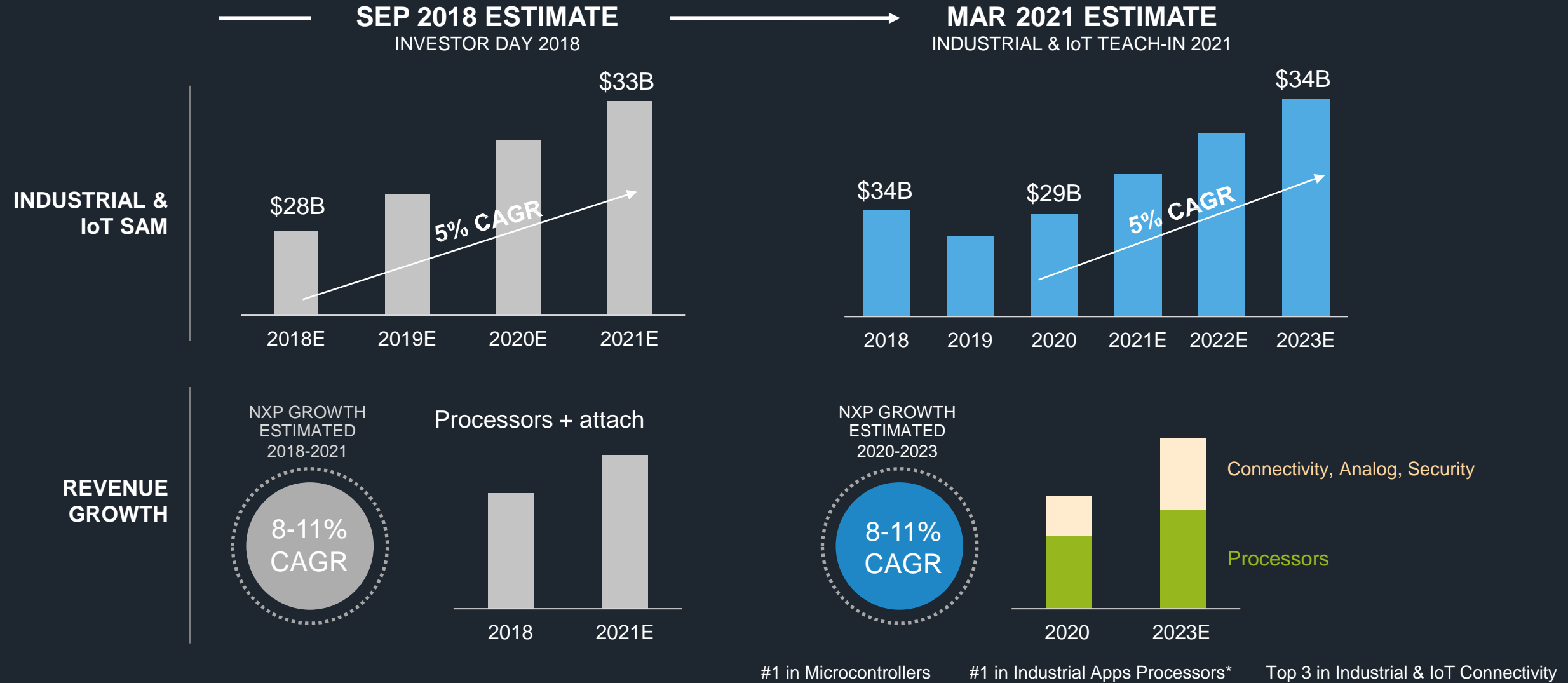
**“THE PROCESSOR IS THE FIRST DECISION A DEVELOPER MAKES IN ANY SYSTEM AND THUS CREATES A LOCK-IN DUE TO SOFTWARE STICKINESS; AND ALLOWS NXP TO CROSS-SELL ITS PORTFOLIO, AS ANY SMART SYSTEM WOULD REQUIRE POWER, ANALOGUE AND CONNECTIVITY.”**

EXANE S.A. (09-JUL-2020)





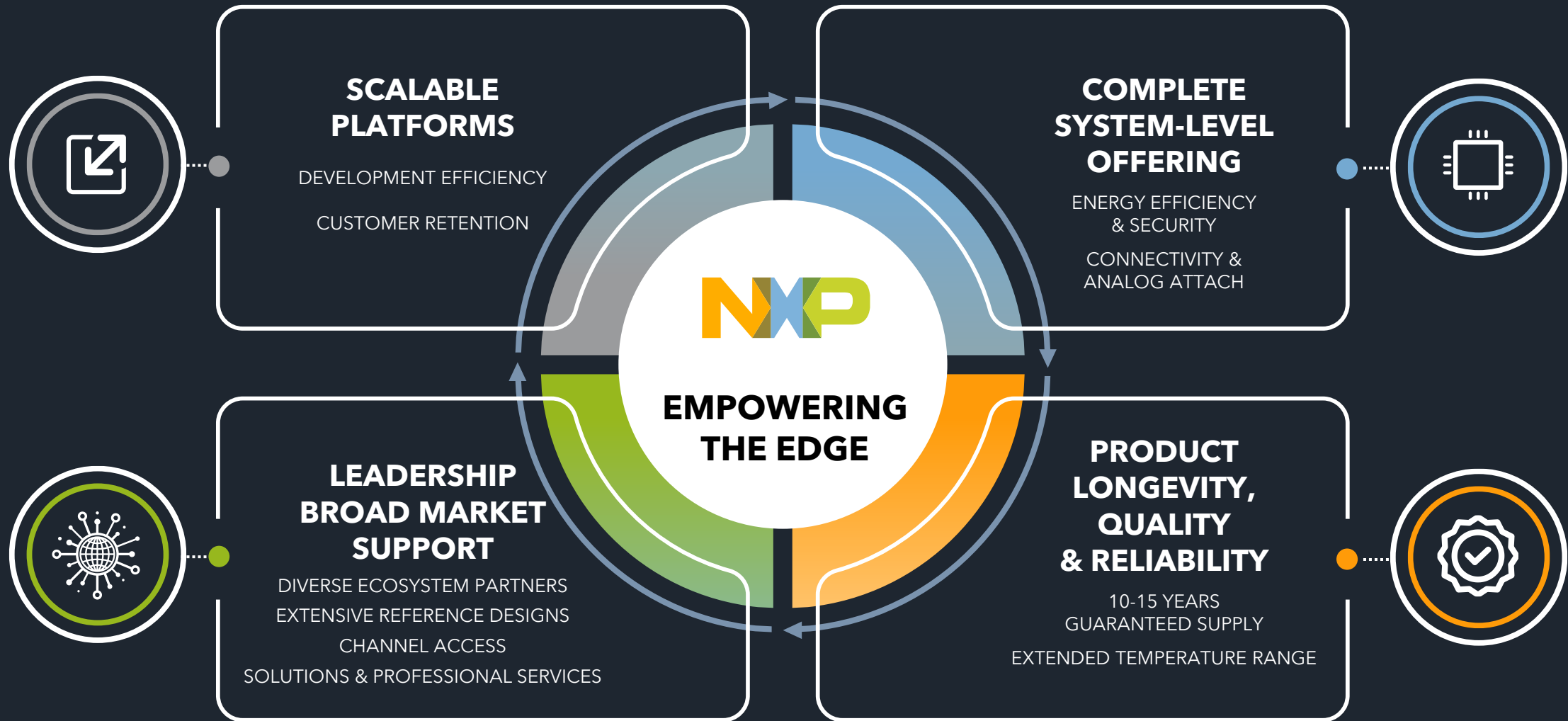
# REAFFIRMING NXP'S FASTER-THAN-MARKET GROWTH OPPORTUNITY



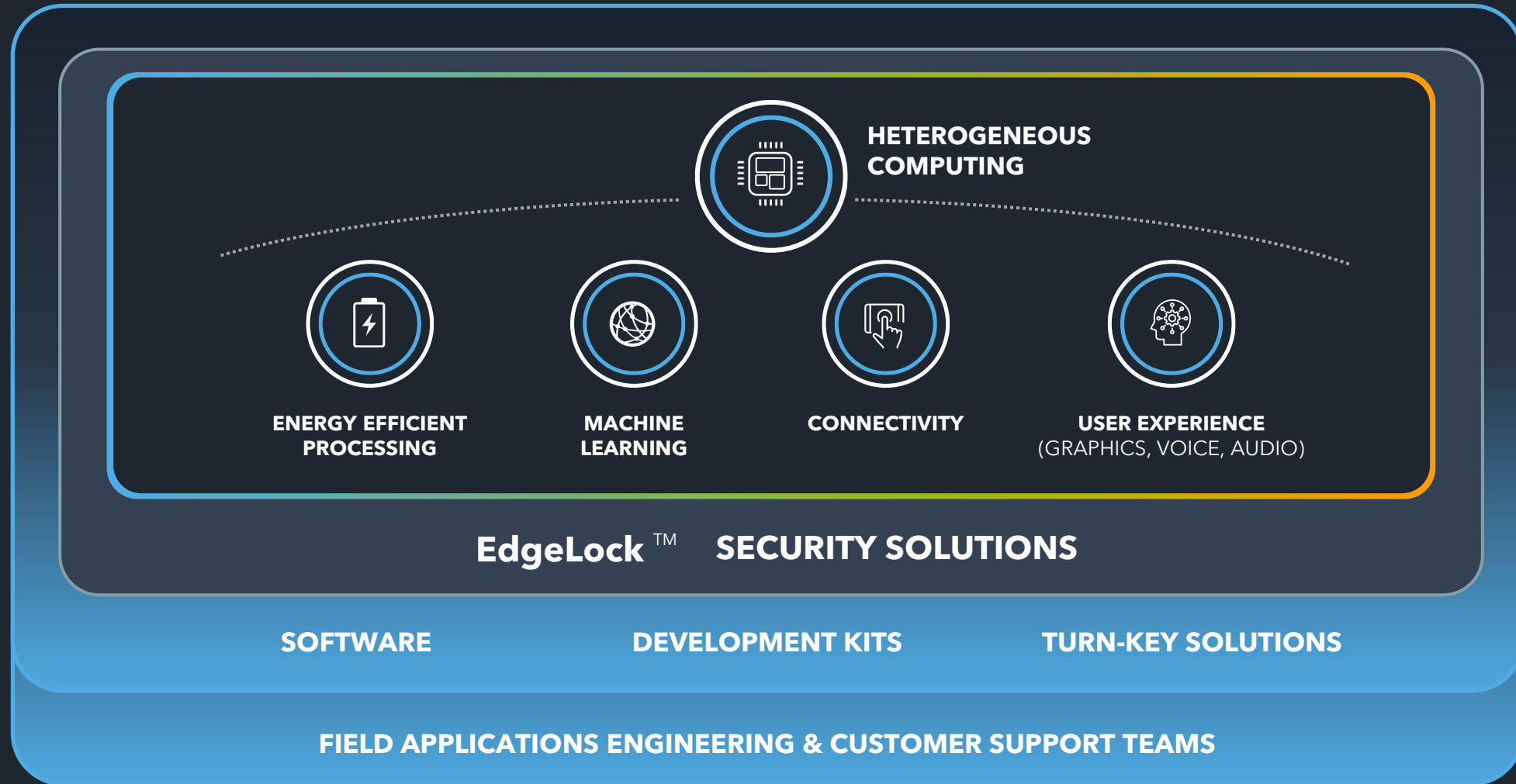
Sources: WSTS, Omdia, Gartner, NXP CMI  
\* excluding camera logic ASSP



# NXP DIFFERENTIATORS FOR THE INTELLIGENT EDGE

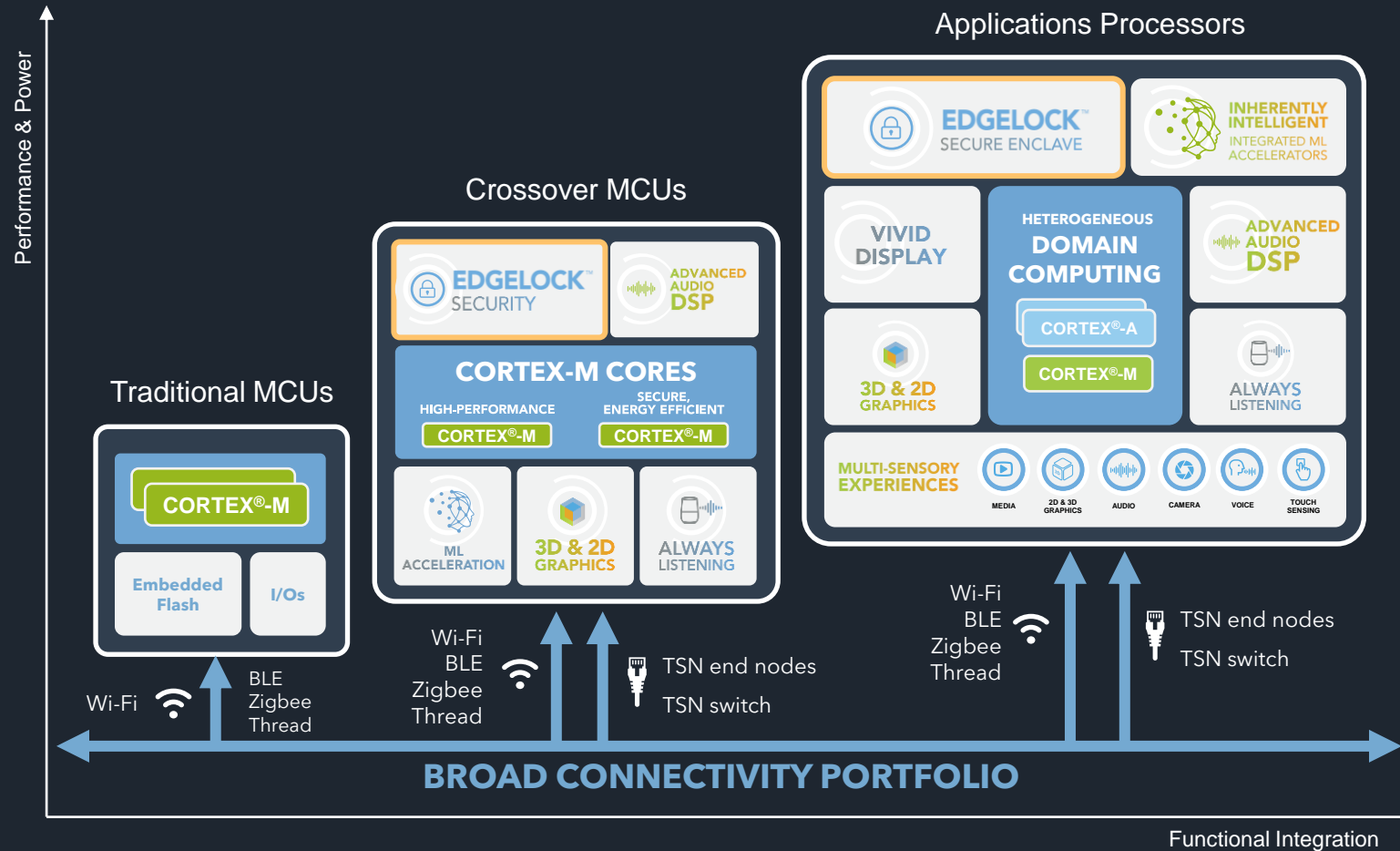




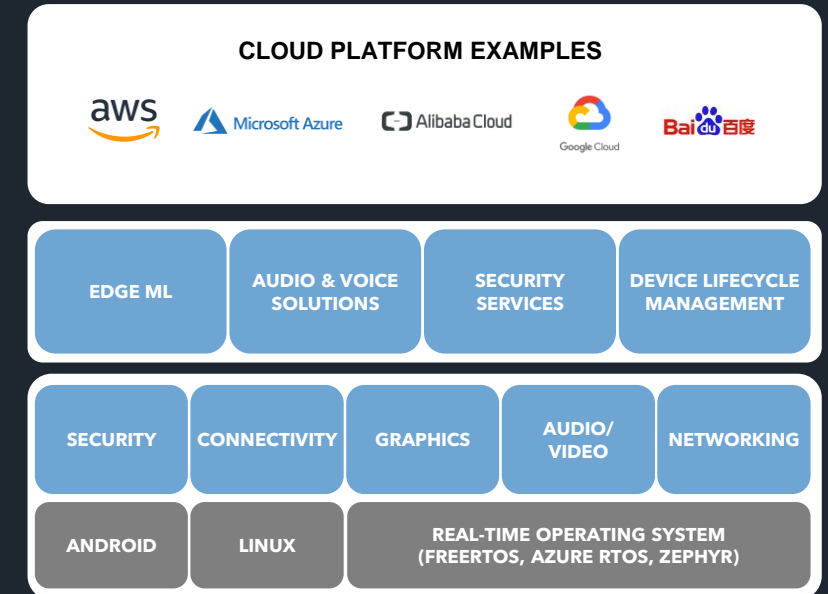




## SCALABLE COMPUTE PLATFORMS

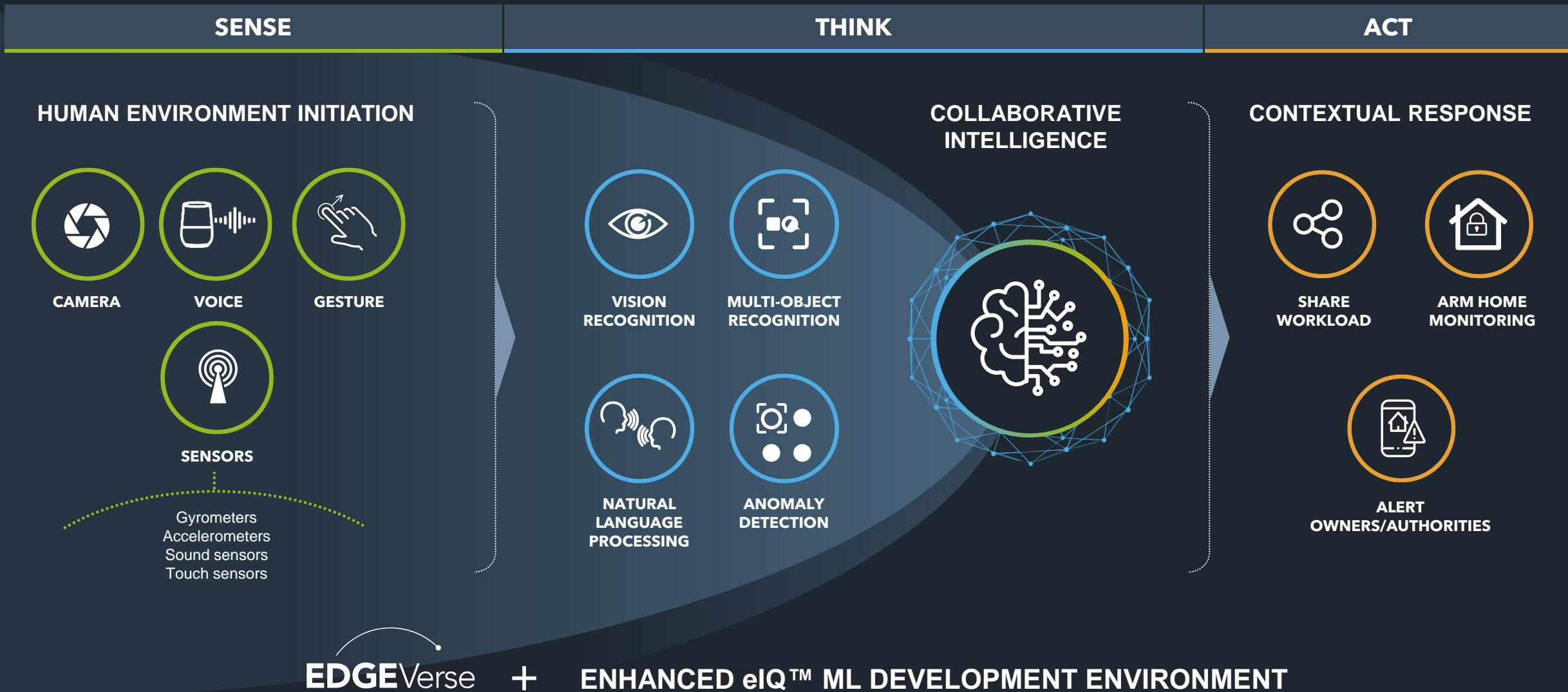


## DIFFERENTIATED SOFTWARE ENABLEMENT & SERVICES





# FROM LOCAL INTELLIGENCE TO CONTEXTUAL AWARENESS





## EDGE PROCESSING NEWS DRIVING THOUGHT LEADERSHIP

**Forbes**

**A WORLD THAT ANTICIPATES  
AND AUTOMATES**

**Electronics  
Weekly.com**

Secure time-sensitive  
communications for IoT

**TE**  
**TechCrunch**

**PROCESSING HAS MOVED TO THE EDGE.  
NOW IT'S BECOMING MORE "AWARE"  
SAYS NXP**



**NXP Announces CC-Link IE TSN  
Support and its First Cloud-  
Secured, Microsoft Azure Sphere-  
Certified Processor**



**NXP eIQ Machine Learning Software  
Development Environment – NXP  
Semiconductor**



**NXP SHOWS FIRST DETAILS OF  
EDGE AI i.MX9 PROCESSOR**



**Dual-Core Micro Pushes 1 GHz  
to Handle AI Chores**



**NXP INVESTS IN AU-ZONE TO ENHANCE  
MACHINE LEARNING CAPABILITIES**



**Crossover applications processors  
feature enhanced security**

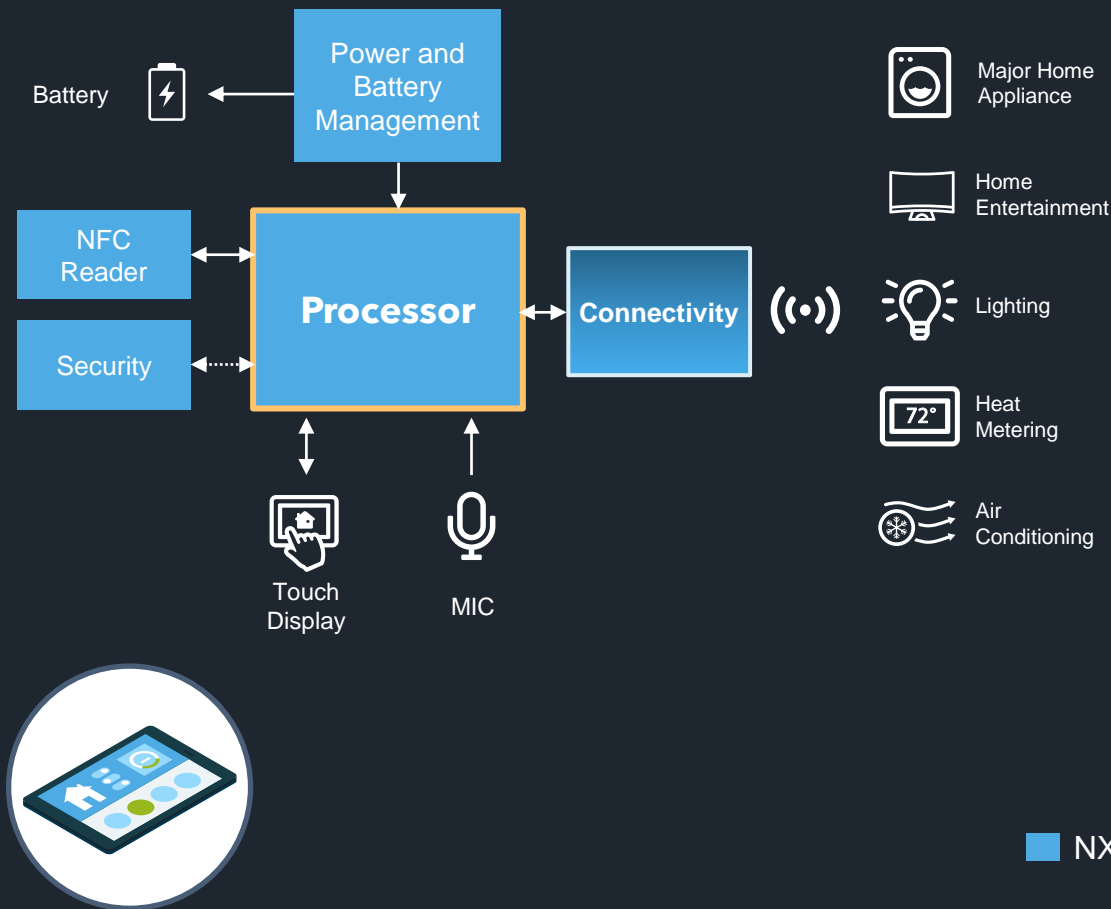


**28nm FD-SOI i.MX8 TARGETS  
LOW POWER**

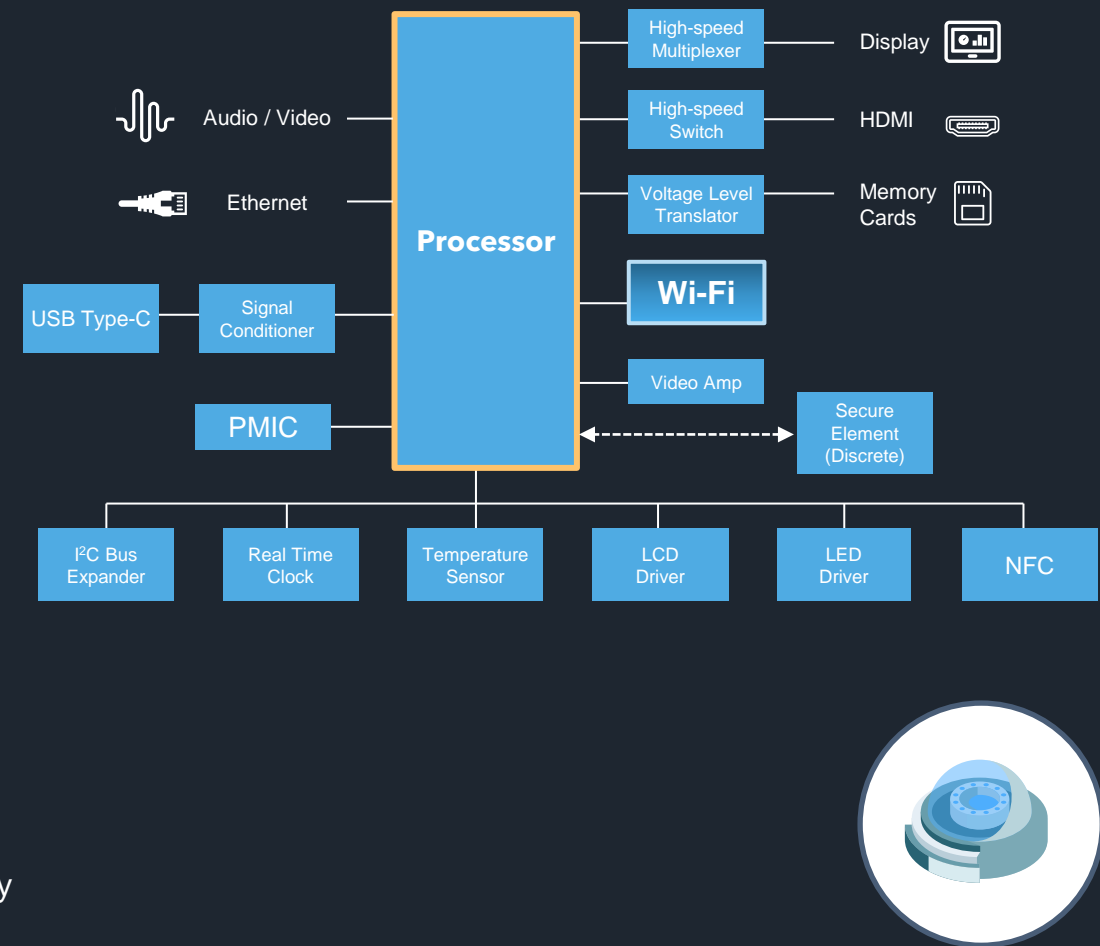


# PROCESSOR AT THE HEART & NXP ATTACH PORTFOLIO TO BECOME ONE-STOP-SHOP

## HOME CONTROL PANEL



## SMART CAMERA



■ NXP Technology



# SMART HOME



Fit-for-purpose scalable processors



Wireless connectivity



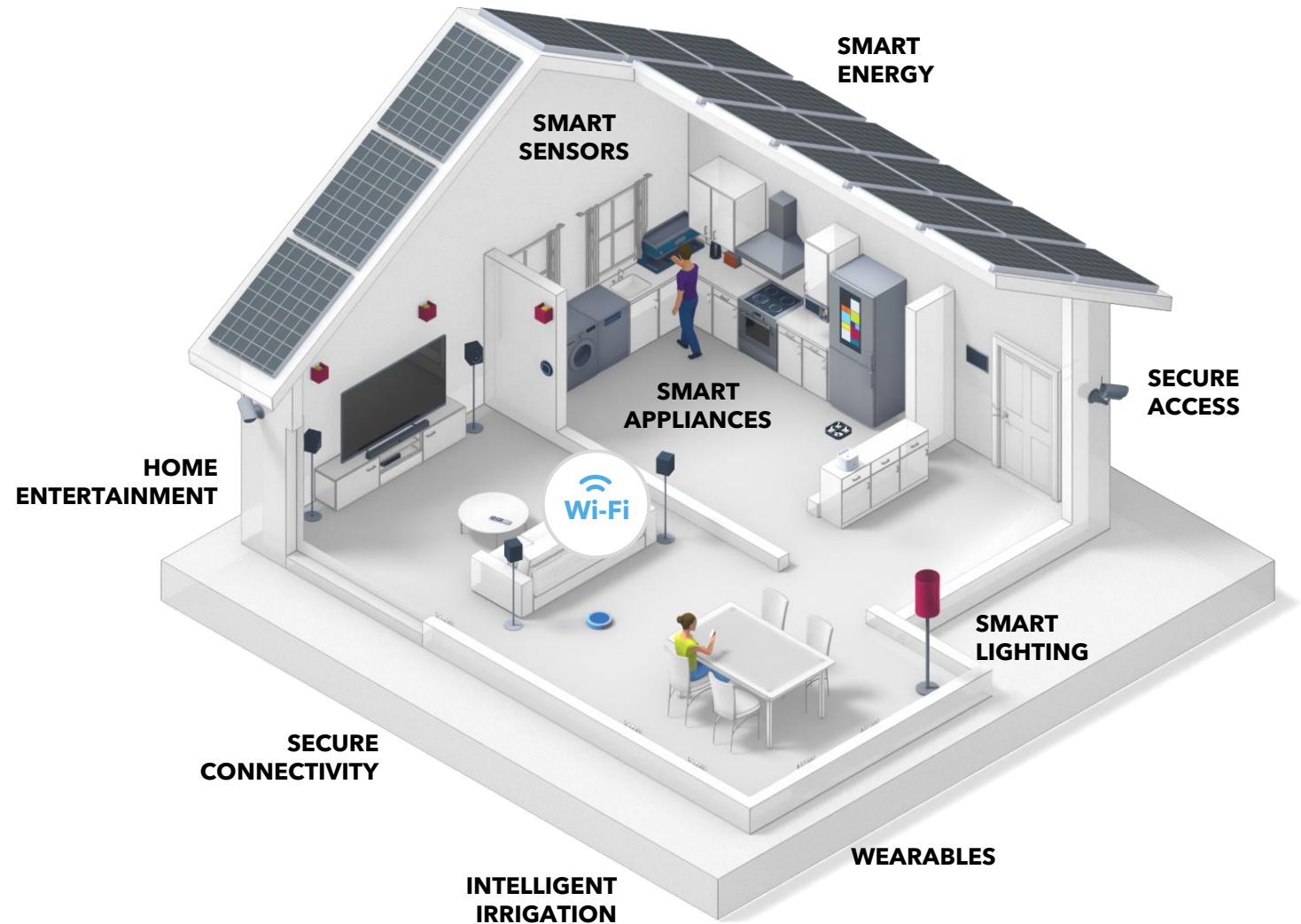
ML & multi-sensory interaction



Data privacy, Safety, Security



Comprehensive software





# SMART FACTORY



Scalability with common software



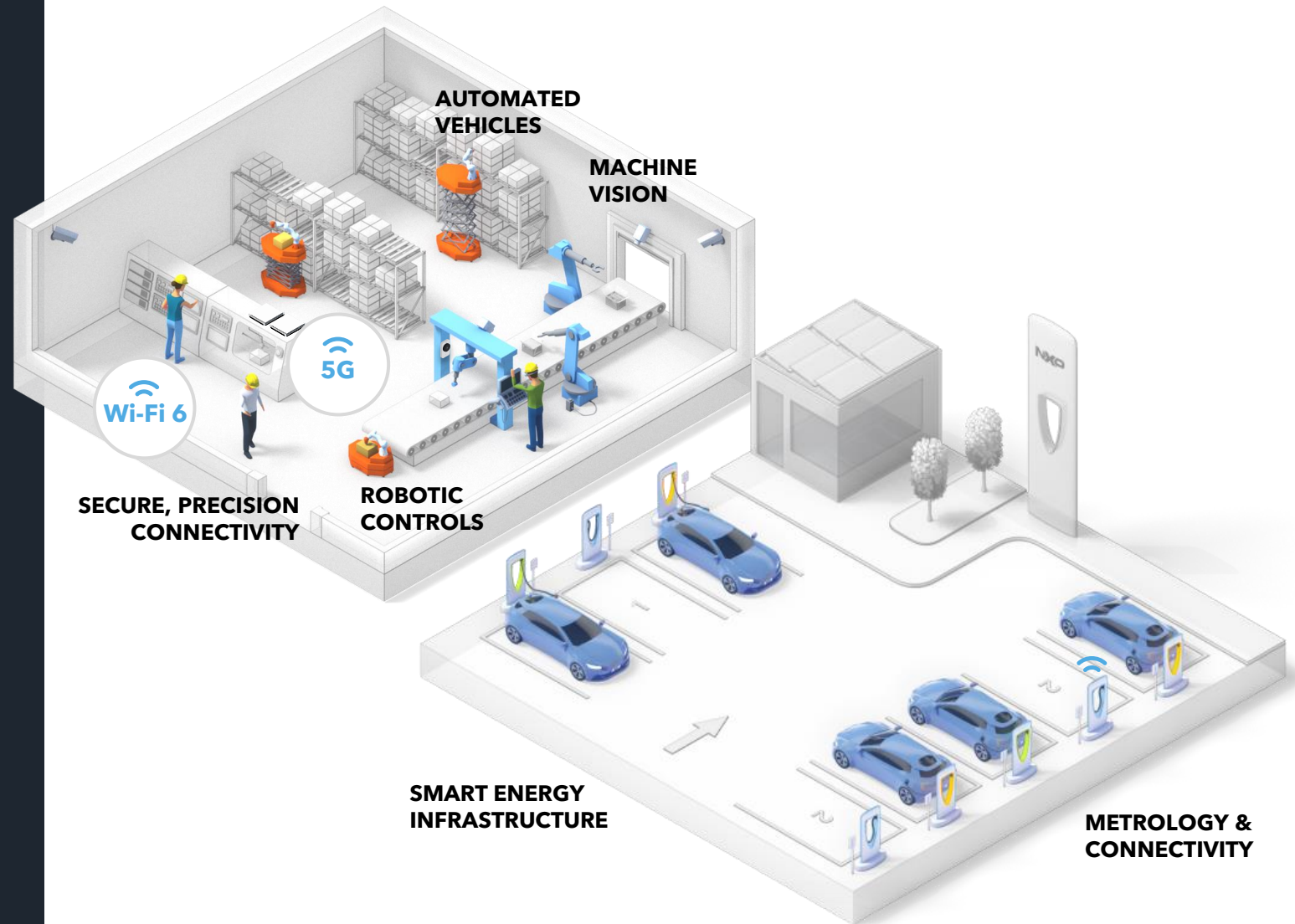
Industrial safety & security



Wired & wireless connectivity



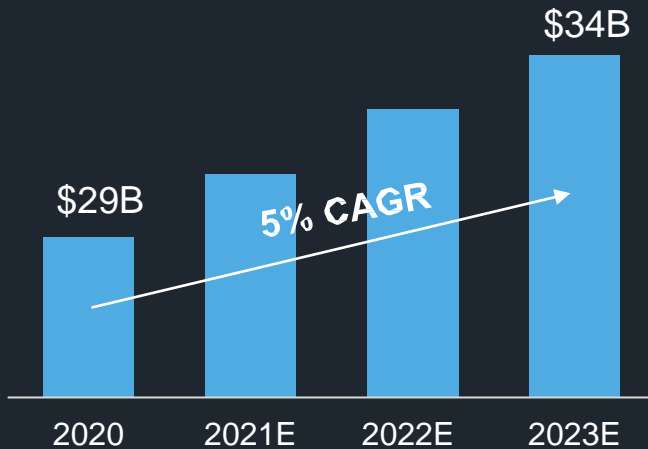
ML, Machine Vision, Intuitive GUIs





# NXP UNIQUELY POSITIONED FOR LEADERSHIP IN EDGE PROCESSING

## STRONG MARKET GROWTH



## FOCUSED ON FAST GROWING SEGMENTS

- ✓ **IoT: SMART HOME, APPLIANCES, WEARABLES**
- ✓ **INDUSTRIAL: FACTORY AUTOMATION, BUILDING & ENERGY, HEALTHCARE**



## UNIQUE NXP POSITION

Leadership in scalable, secure and energy efficient edge processor portfolio

Differentiated software, enablement and services

Complete system level offering with connectivity and analog attach

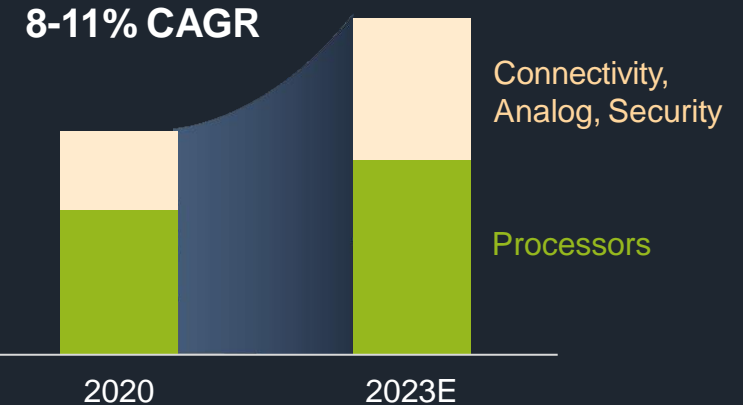
Thought leadership and customer trust

> 25,000 diverse customer base



## TRUE LEADERSHIP

### INDUSTRIAL & IoT REVENUE



### NXP TARGETS

- #1 IN MICROCONTROLLERS
- #1 IN INDUSTRIAL APPS PROCESSORS
- #1 IN SMART HOME
- #1 IN SMART FACTORY





SECURE CONNECTIONS  
FOR A SMARTER WORLD