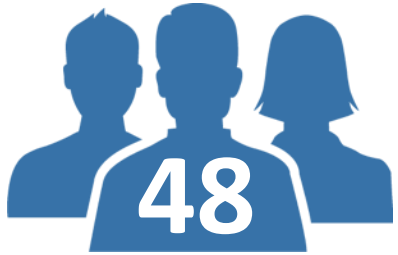
Redtree Solutions Israel
In a Brief

Part of a larger team… Redtree in brief

✓ Private UK Ltd company since 2006

✓ Largest Semiconductors Rep in EMEA

✓ FY2023 Sale



✓ 35 Field Sales
✓ 9 FAEs/Tech Experts
✓ 4 Inside Sales

✓ Countries coverage

✓ CAGR Since 2006

Business Model Equation

- Redtree acts as a local Sales Office for companies that do not have a local Sales Office or require more manpower to develop their business.
- Redtree helps its customer on pricing, lead time, products availability and all technical aspects of customers' development.
- Customers benefit from Local contact presence and Technical Support and expertise through our European Application Engineers Presence.
- Our customers use our vendor's official local and international distributors or buy directly from Redtree's vendors. The Redtree team co-works with any chosen channel.

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Israel Team

Eli SHTUDEN

- B.Sc in Electronics from Tel Aviv University
- Sales Manager at Redtree Solutions
- Salles and FAE Manager at Telsys, for Texas Instruments products
- Field Sales Engineer at RAPAC Electronic

Sales Manager
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eshtuden@redtree-solutions.com

Zohar SHIMELMITZ

- MBA from Heriot-Watt University
- B.Sc in Electronics and computing from Ben Gurion University
- Director Sales MEA at Redtree Solutions
- Director Sales Europe in Transchip
- Sales Manager ASIA in Envara
- Sales Manager C. Europe in Metalink
- WW FAEs Manager in Metalink
- Software Eng. at RAD

Director
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Yechiel GIL

- B.B.A. in Business Management from Derby University
- Renesas PLM at Avnet Silica
- Regional Technical Sales Manager and Account Management at Phoenics
- Sales Manager at Eldis/Silicon Networks (Cavium)
- FAE at Amtronics (AMD)
- R&D HW Designing at Avionic systems

Sales Manager
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Shamai EISENMANN

- MBA Integrative Management and BSc Computer Science from The Hebrew University of Jerusalem
- ASIC Sales Manager at Redtree Solutions
- Director Sales and Program Management at Open-Silicon
- Director Technical Marketing & Sales at Silicon Design Systems
- Director VLSI Designs at New Silicon Value…

ASIC Sales Manager
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seisenmann@redtree-solutions.com

Redtree Solutions Europe – FAE Team

- **Fabrice Jovenin**, France – **ASIC**
- **Mark Taylor**, UK – **Audio, Sensors, Fusion**, Cirrus Logic, Ambiq and Bosch
- **Derek Percival**, UK – **Serdes**, Parade
- **Les MacInnes**, UK – **FPGA**, Gowin
- **Dmitry Bondarenko**, Georgia – **Mix-Analog** and **Video,** Lumissil, Semtech, Ingenic

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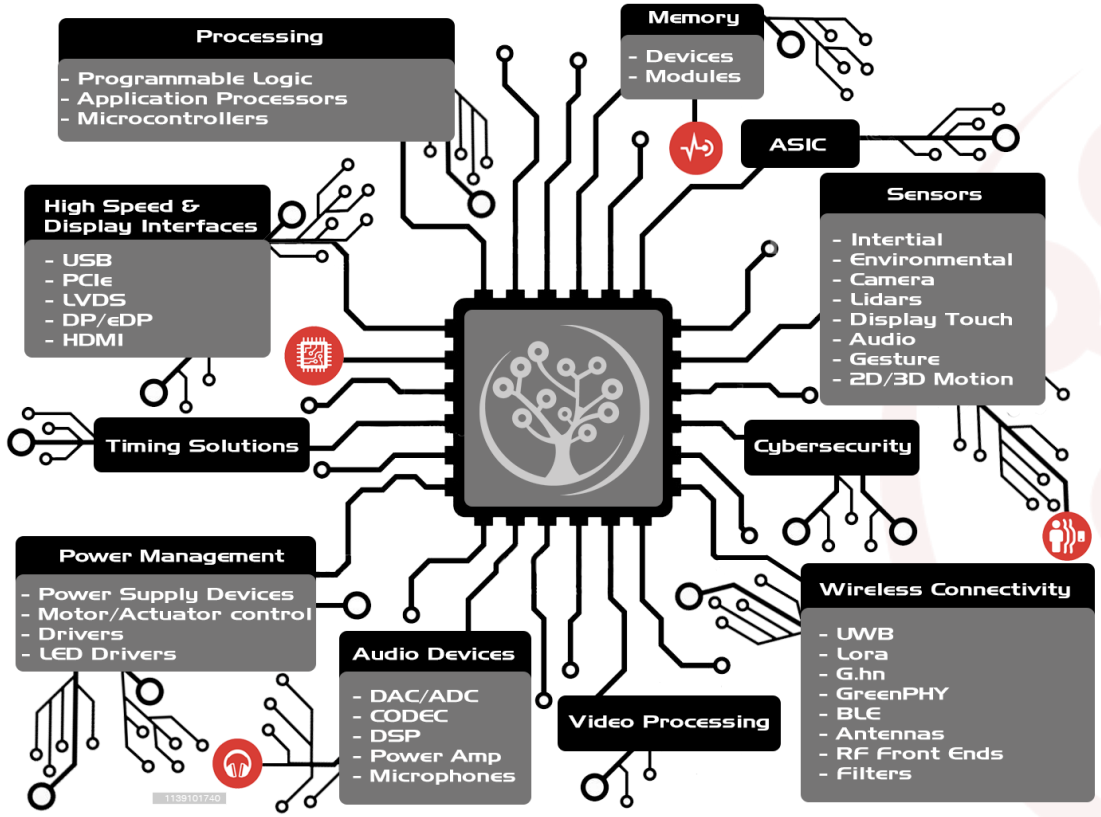
Functions Product mix

Our market and projects approach is based on device synergies, holistic support and turnkey services, involving disruptive and/or innovative conventional technologies.



Our Partners

Semiconductors

CIRRUS LOGIC
Parade
BOSCH
qorvo
GOWIN PROGRAMMING FOR FUTURE
SMARTsemi™
SEMTECH
MICROCHIP
ambiq
CREDO we connect.
NEWRACOM
Valens
SiTime
Rambus
君正 Ingenic
LUMISSIL Microsystems A Division of ISSI

ASICs Foundry & Services

CREDO we connect.
TRIAD SEMICONDUCTOR
Tower Semiconductor Where Analog and Value Meet
STARIC
LUMOTIVE
CRYPTO QUANTIQUE
Syntacore Custom cores and tools
LUMISSIL Microsystems A Division of ISSI

Hardware Modules

APEX MICROTECHNOLOGY PRECISION • POWER • ANALOG
SMART Modular Technologies
SUMMIT ELECTRONICS

Display

Software

Ark-x LABORATORIES
KUDELSKI IOT THINGS
CRYPTO QUANTIQUE

Consulting

Mike Klasco
Audio

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The Vendors we Represent

Video and Audio

- **ArkX**, Far-Field Voice Capture, www.arkxlabs.com
- **Cirrus Logic**, ADC, DAC, CODECs & Audio DSP, www.cirrus.com
- **Ingenic**, Video Encoding & A.I. www.ingenic.com.cn/en
- **Lumissil**, Audio amp, www.lumissil.com
- **Menlo Scientific**, Mike Klasco, Consulting, www.menloscientific.com
- **Semtech**, Professional AV, www.semtech.com/products/professional-av
- **Summit Electronics**, Buzzers, www.summit-electronics.com
- **Parade**, DP, HDMI & USB ReTimers and ReDrivers, www.paradetech.com
- **Microphones** – Call us for details

MCUs and SOMs

- **Ambiq Micro**, ultra-low Power ARM Cortex M4, BLE and RTC, www.ambiqmicro.com
- **Lumissil**, Linux, MIPS, ARM Cortex M0, 8-bit 8051, Risc-V, Motor Controllers, www.lumissil.com
- **Microchip**, 8051, PIC, ARM MCUs, www.microchip.com

The Vendors we Represent

Sensors

- **Bosch Sensortec**, Motion, Pressure, Air Quality Sensors, www.bosch-sensortec.com
- **Qorvo**, MEMS Force Sensors, www.qorvo.com/innovation/sensors
- **Triad Semiconductor**, IR and Ultrasonic, www.triadsemi.com
- **Microphones** – Call for details
- **ToF Sensors** – Call for Details

FPGAs

- **GoWin**, www.gowinsemi.com
- **Microchip**, www.microchip.com

InterConnect

- **Parade**, USB, HDMI, DisplayPort, PCIe, www.paradetech.com
- **Credo**, PAM4 PHYs and Cables, www.credosemi.com
- **Lumissil**, CAN, LIN, www.lumissil.com
- **Valens**, Video and Camera interconnect, www.valens.com

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RF

- **Ambiq Micro**, ultra-low Power ARM Cortex M4 & BLE, www.ambiqmicro.com
- **Microchip**, BLE, WiFi, PA, Filters and more, www.microchip.com/en-us/products/rf-and-microwave and www.microchip.com/en-us/products/wireless-connectivity
- **Newracom**, Wi-Fi HaLow, Sub 1GHz WiFi for longer range and Bandwidth, www.newracom.com
- **Semtech**, LoRa, www.semtech.com/lora
- **Summit Electronics**, Antennas, RF Connectors, www.summit-electronics.com
- **SiP Modules of UBW, GNSS, and BT/WiFi** – Call us for details.

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LCD

- **NVD**, Colors and Monochrome, TFT and OLED LCDs. www.newvisiondisplay.com

Optics

- **Credo**, CDRs, www.credosemi.com
- **Lumotive**, Beam Steering For LiDAR, www.lumotive.com

Timing/Clocks

- **Cirrus Logic,** Low Jitter Clock IC, www.cirrus.com
- **SiTime**, MEMS Oscillators, Clock Distributions www.sitime.com
- **Ambiq**, Real Time Clocks (RTC), www.ambiq.com/rtc/

Circuit Protection

- **Semtech**, ESD, EMI, SurgeSwitch and more www.semtech.com/products/circuit-protection

The Vendors we Represent

Memories

- **Rambus**, Memory Interface Chips, www.rambus.com/memory-and-interfaces/
- **SMARTsemi**, DDR & eMMC ICs, www.smartsemi.com
- **SMART Modular**, DDR Modules and SSD, www.smartm.com
- **Microchip**, SPI, I2C, www.microchip.com

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- **Summit Electronics**, USB, RF & Wire www.summit-electronics.com

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- **APEX**, High Current/Power Amplifies, www.apexanalog.com
- **Semtech**, TVS, DC/DC, LDO www.semtech.com/products/power-management
- **Lumissil**, LED Drivers, www.lumissil.com
- **Qorvo**, PMICs, Battery Management, SiC JFETs, www.qorvo.com/products/power-solutions

Security

- **Crypto Quantique**, IoT Security and Cloud Management Software, www.cryptoquantique.com

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Why to choose Redtree for Microchip?

Collaborating with Redtree Solutions on Microchip products means partnering directly with the Microchip Office. This strategic alliance frees your company from the shackles of long-term commitments to a single distributor.

By selecting Redtree Solutions, your procurement team enjoys unparalleled flexibility. They can seamlessly collaborate with any distributor, switch between distributors as needed, or directly procure parts from Microchip. This flexibility is offered without compromising the support level you receive, empowering your procurement team with tools to negotiating better pricing.

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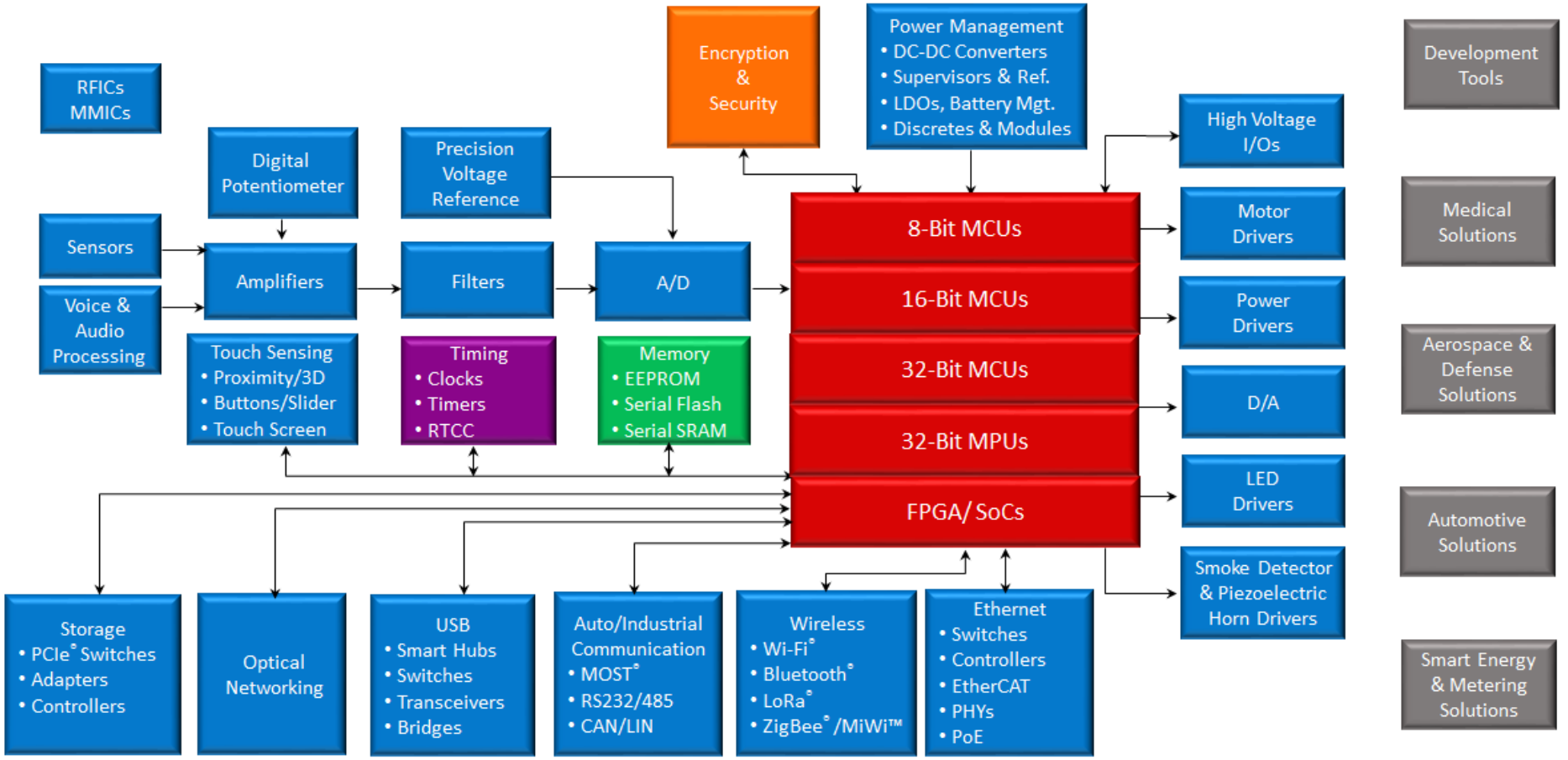
MICROCHIP Home Distribution InfoDepot

MICROCHIP



Use interactive block diagram tool to learn more about specific Microchip products, Dev tools and End solutions.

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- **Ingenic**, Video A.I. www.ingenic.com.cn/en
- **Kudelski IoT**, your Security Expert, Consulting, testing, certifications and more. www.kudelski-iot.com
- **Crypto Quantique**, Security Management Cloud Service, www.cryptoquantique.com

The ASIC Vendors we Represent

A. Aptasic, ASIC Testing www.aptasic.ch
B. Atek Midas, RF Design House, www.atekmidas.com
C. Credo, PAM4 SerDes IPs, www.credosemi.com
D. Lumotive, MEMs Mirror, www.lumotive.com
E. Crypto Quantique, Security IP and PUF, www.cryptoquantique.com
F. StarIC, Analog IPs and designs, www.staric.ca
G. Syntacore, a RISC-V processor IP, www.syntacore.com
H. Tower, Analog and RF FABs, www.towersemi.com
I. Triad Semiconductor, Analog ASIC design, www.triadsemi.com

LET’S GET TO WORK!