



Xymox Technologies

Enabling the Power of Touch

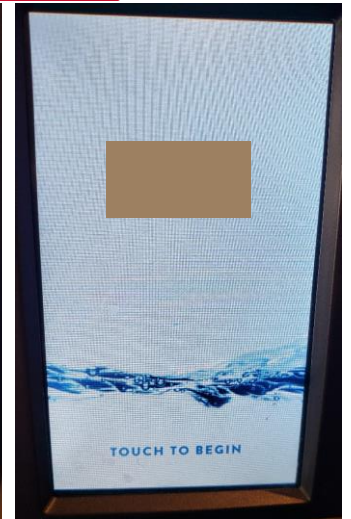
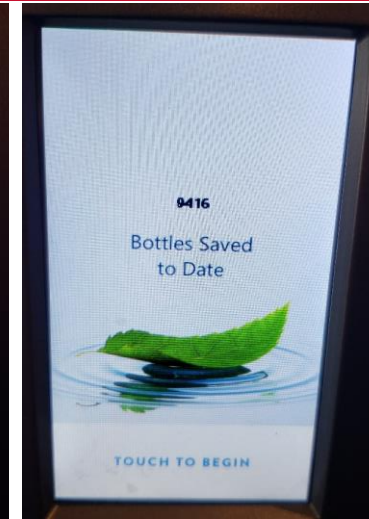
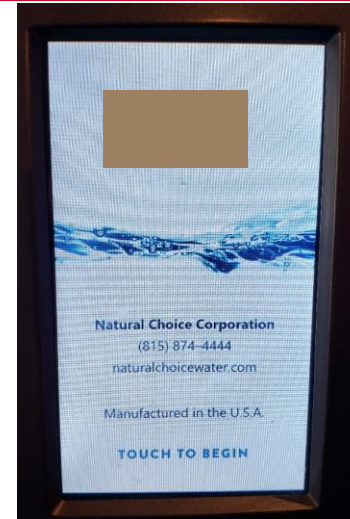
**Lessons learned about bringing a new
technology to an old industry.**

A Story of Two Machines...

The coffee maker and water dispenser.



#1 – Efficiency. Consumer and industrial applications are not interchangeable. (most of the time)



For Xymox - End user experience.

How your customer touches your products is critical to your success.

Are you making things more efficient? Solving a problem?

Three Takeaways on Sensors

#1 – Efficiency. Consumer and industrial applications are not interchangeable.

#2 – True need. Sensors require electronics.

#3 – The customer's ecosystem is not always aligned with the supplier's ecosystem.

Screen Printing Conductive Materials onto Flexible Substrates since 1979



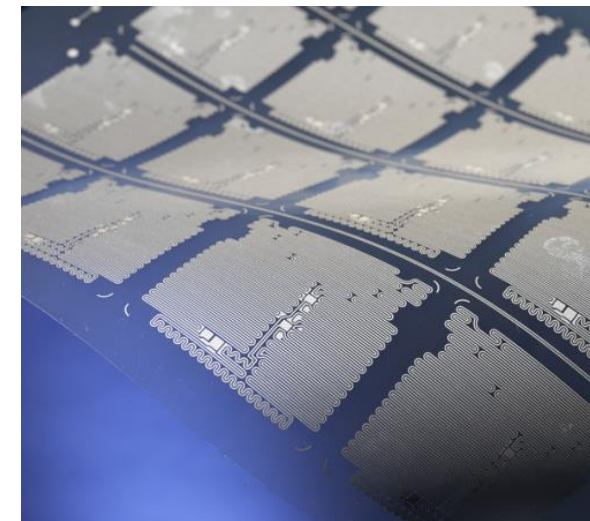
MEMBRANE SWITCHES



CAPACTIVE TOUCH SCREENS



SPECIALTY CIRCUITS



You love your
cellphone....you put up
with your torque
controller.

#1 – Consumer and
industrial applications
are not
interchangeable.



ACCOUNT ACTIVITY			(CONTINUED)
Date of Transaction	Merchant Name or Transaction Description		\$ Amount
07/19	SOUTHWES 5261469224023 800-435-9792 TX		240.98
080218 1 W	MKE DEN		
07/19	SOUTHWES 5261469225579 800-435-9792 TX		150.82
080218 1 W	MKE DEN		
07/19	SOUTHWES 5261469238285 800-435-9792 TX		5.60
080518 1 S	DEN MSP		
07/23	SKYPE.COM/GO/BILL 650-899-1504 CA		10.00
07/25	STARBUCKS 800-782-7282 WA		25.00
07/24	MSP TERM F CAMDEN ST. PAUL MN		3.21
07/24	FRESH THYME #706 MENOMONE MENOMONEE FAL WI		25.96
07/26	NATIONAL CAR RENTAL MILWAUKEE WI		177.89
07/26	BP#9198920AIRPORT BP MILWAUKEE WI		13.77
07/25	FRESH THYME #706 MENOMONE MENOMONEE FAL WI		9.20
07/26	NINJA HIBACHI SUSHI STEAK MENOMONEE FAL WI		95.05
07/26	HILTON HOTELS 800-9324482 NV		560.10
07/26	DELTA AIR 0062199595853 ATLANTA GA		75.00
072618 1 S	MKE MSP		
07/26	HOMES TO SUITES BY HILTON 262-7377100 WI		382.28
07/27	MSP AIRPORT PARKING SAINT PAUL MN		72.00
07/30	UBER *TRIP MGXPV 800-592-8996 CA		36.21
07/30	TARGET 00023275 MUSKEGON MI		5.38
07/30	QDOBA 2686 MUSKEGON MI		7.42
07/31	STARBUCKS 800-782-7282 WA		25.00

Are you making things more efficient?

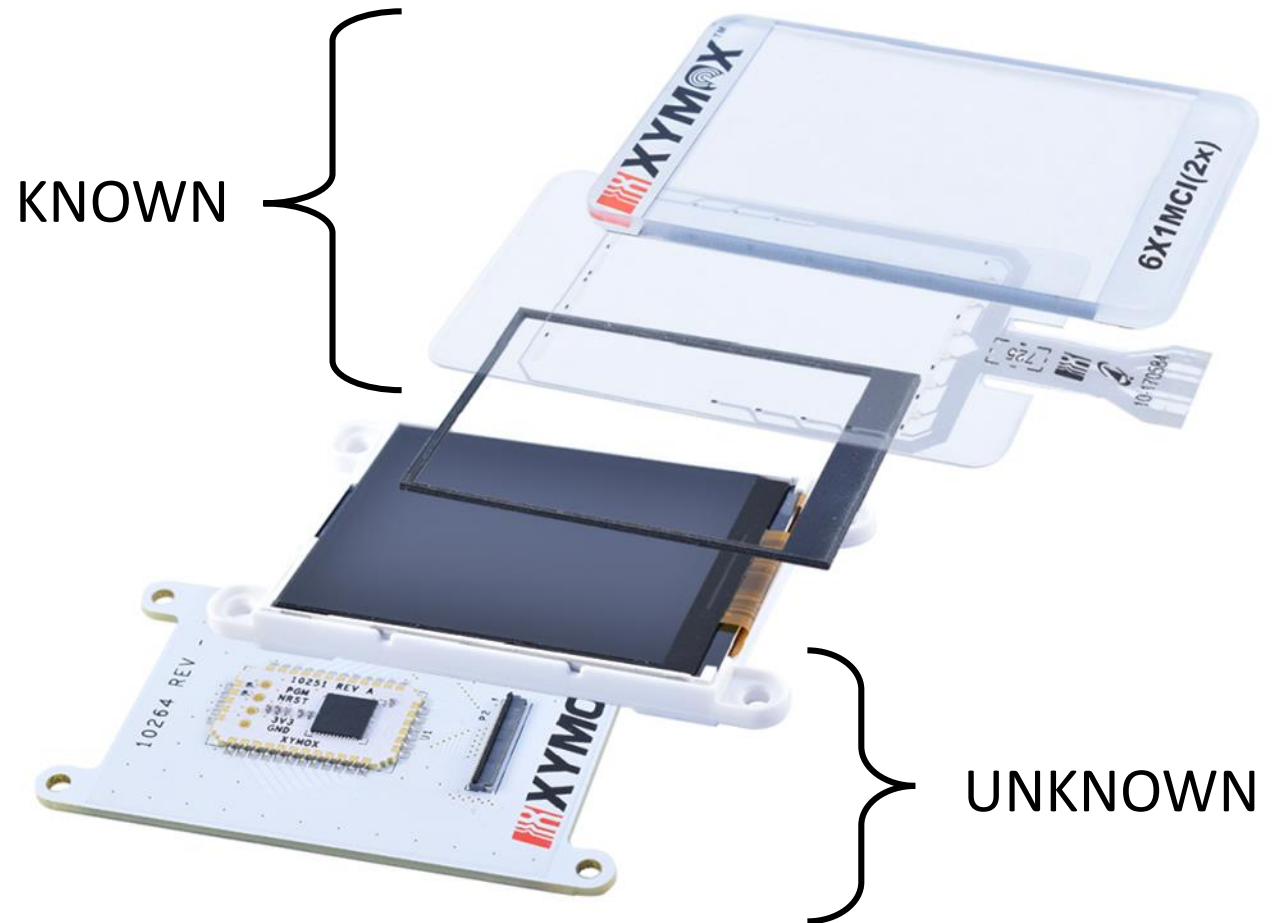
**“If you build it,
he will come.”**



- Field of Dreams, Mysterious Voice

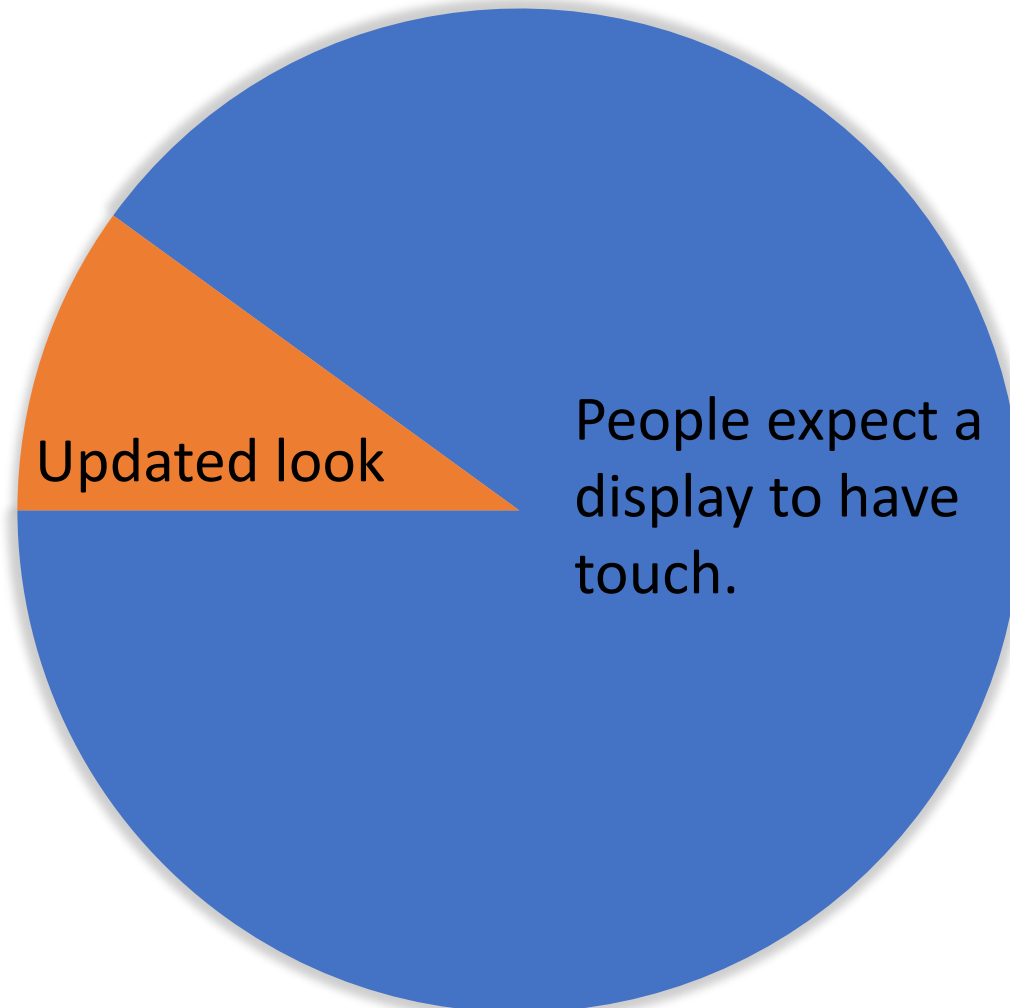
Customers need
complete solutions, not
just novel materials.

#2 – Sensors require electronics.



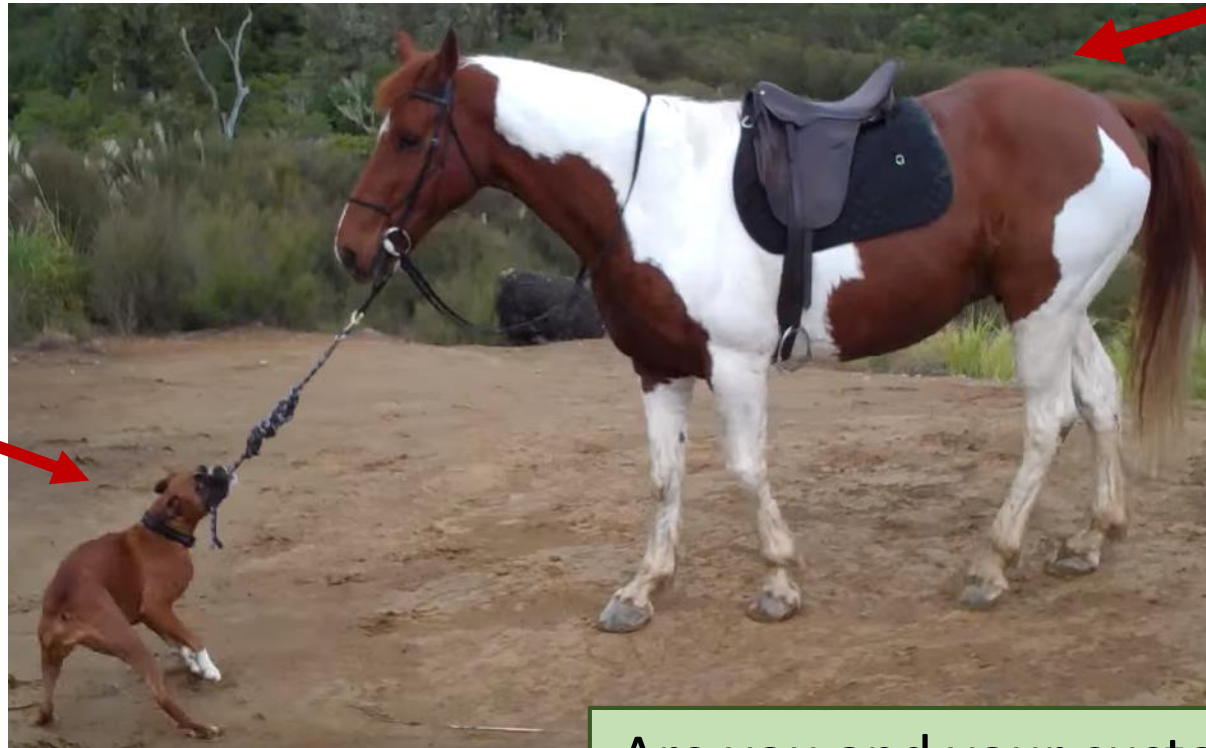
Are you supplying what the customer
needs or just a portion?

Ask Why



#3 – The customer's ecosystem is not always aligned with the supplier's ecosystem.

Industrial Device
Manufacturer's
Requirements



Ecosystem for touch
screen inputs based
on consumer
products.

Are you and your customer operating with the
same underlying business principles?

Typical Problems

#3 – The customer's ecosystem is not always aligned with the supplier's ecosystem.

- End User Experience
- Compromised Design
 - Added components
 - Added assembly steps
 - Longer development
 - Complicated repair
- Supply Chain Realities
 - MOQs
 - Engineering Support
 - Lead-time
- End of Life Issues

Are both parties operating in their most efficient manner?

#3 – The customer's ecosystem is not always aligned with the supplier's ecosystem.

Stakeholders

- Marketing
- Engineering
- Purchasing
- Manufacturing
- Quality / Service

Is everyone happy?



Three Takeaways on Sensors

#1 – Consumer and industrial applications are not interchangeable.

Are you making things more efficient?

Solving a problem?

#2 – Sensors require electronics.

Are you supplying what the customer needs or just a portion?

#3 – The customer's ecosystem is not always aligned with the supplier's ecosystem.

Are you and your customer or supplier operating on the same principles?

Are all stakeholders happy?