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

XYMOX TECHNOLOGIES, INC.
You love your cellphone....you put up with your torque controller.

#1 – Consumer and industrial applications are not interchangeable.

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

Updated look

People expect a display to have touch.
#3 – The customer’s ecosystem is not always aligned with the supplier’s ecosystem.

Ecosystem for touch screen inputs based on consumer products.

Industrial Device Manufacturer’s Requirements

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?