

深圳市芯杰达电子有限公司
SHENZHEN XINJIEDA ELECTRONICS CO., LTD.



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Unique strengths in product breadth, technical expertise, and supply chain.

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Core Business

Value-added distribution, technical support, and solution enablement.

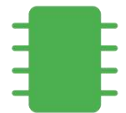
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Development Outlook

Strategic focus on future technologies, innovation and market expansion.

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Product Portfolio

A deep dive into our premier MCU lines from leading global brands.

01

SECTION

Company Overview

About Xinjieda Electronics

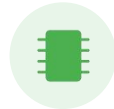
Bridging Technology and Application

Established in the early 2010s, Shenzhen Xinjieda Electronics has grown to be a trusted partner for OEMs and ODMs. Our mission is to bridge cutting-edge semiconductor technology with practical application, enabling innovative, reliable, and competitive products.



Headquarters

Shenzhen, Guangdong, China — The heart of electronics.



Core Business

Value-added distribution of MCUs & embedded solutions.



Our Vision

To be the most reliable & advanced MCU provider in APAC.



Our Mission

Empower innovation through superior tech, service & partnership.



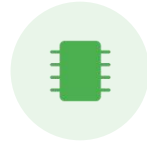
Our Market Focus

We serve a diverse customer base across key growth sectors, leveraging our deep understanding of both technology and market needs to deliver tailored solutions.



Industrial Automation

PLCs, motor control systems, collaborative robotics, and industrial IoT networking solutions.



Internet of Things

Smart home devices, wearables, connected environmental sensors, and edge computing nodes.



Automotive Electronics

ADAS modules, infotainment systems, body control units (BCU), and battery management systems.



Consumer Electronics

Intelligent home appliances, cordless power tools, personal care devices, and audio/video equipment.



Medical Devices

Portable patient monitoring systems, in-vitro diagnostic (IVD) equipment, and handheld medical instruments.

02

Core Business

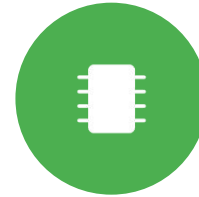
STRATEGIC VALUE DELIVERY

Our Value Proposition: More Than a Supplier



Value-Added Distribution

We provide a comprehensive portfolio of MCU products from the industry's most reputable brands, ensuring our customers have access to the latest and most suitable solutions for their designs. Our inventory management and logistics expertise guarantee a stable supply, mitigating risks associated with global semiconductor supply chain fluctuations.



Solution Enablement

We develop and offer reference designs and turnkey solutions for common applications, such as motor control, wireless connectivity, and HMI displays. These pre-validated solutions significantly reduce development cycles and costs for our customers, accelerating their time-to-market.

Electronic Components BOM Ordering
One-stop Procurement

Shenzhen Xinjieda Electronic Co., Ltd



Chip



Resistor



Capacitor



Crystal Oscillator

Integrity Professional Efficient One-stop Service

PRODUCT COMPARISON

PRODUCT COMPARISON



FULL UPGRADE

ORIGINAL FACTORY GENUINE

CLEAR SILK SCREEN

ORIGINAL FACTORY GENUINE

PIN NOT DEFORMED

ORIGINAL FACTORY GENUINE

ORIGINAL GENUINE, BRAND NEW
APPEARANCE WITHOUT TRACE



REFURBISHED, SECOND-HAND

USE SECOND-HAND CHIPS TO CUT COSTS,
DEFECTIVE SILK SCREEN, REPEATED

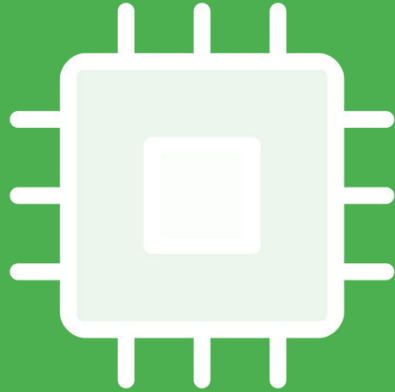
REFURBISHED, SECOND-HAND

PIN BENT, DEFORMED, DEFECTIVE,
RUSTED

AFFURBISHED, SECOND-HAND

APPERRANCE DEFECTIVE, UNCLEAR, DEFORMED

Technical Support & Design-In Services



EXPERT FAE TEAM

Delivering end-to-end collaboration and tailored solutions to optimize your product design cycle.



Product Selection & Sizing

Assisting in choosing the optimal MCU based on performance, power, cost, and peripheral needs.



Design Review Service

Offering professional schematic and PCB layout reviews to ensure robust, reliable, and manufacturable designs.



Firmware Development

Providing sample code, driver libraries, and hands-on debugging assistance to accelerate software development.



Workshops & Training

Conducting technical seminars and hands-on sessions on the latest MCU features and development tools.

03

OUR CORE OFFERINGS

Product Portfolio

Expanding Value-Added Services & Market Leadership



Custom Firmware Dev

Offering flexible contract firmware development services tailored to specific project needs.



Hardware Design Service

Providing turnkey PCB design, prototyping, and full manufacturing support.



Cybersecurity Solutions

Assisting customers in implementing robust security measures for embedded systems.

Strengthening Market Leadership



Continuous Technical Investment

Sustained R&D efforts to stay ahead of industry trends and deliver cutting-edge MCU solutions.



Expanding Partner Ecosystem

Building strong alliances with distributors, designers, and manufacturers to extend market reach.



Customer-First Philosophy

Prioritizing customer success to solidify our position as the regional leader.

Premier MCU Lines: Our Partners

We partner with the world's leading MCU manufacturers to offer a broad and deep product portfolio, catering to every performance and application segment.



MICROCHIP

Microchip

*Leading 8/16/32-bit MCUs
for diverse embedded designs*



STMicroelectronics

STMicroelectronics

*High-performance & power-
efficient
processing solutions*



NXP Semiconductors

*Advanced automotive & IoT
MCU platforms*

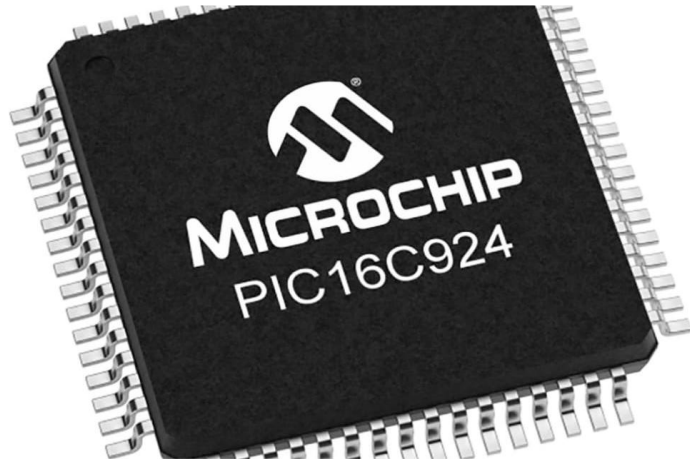


RENESAS

Renesas Electronics

*Reliable embedded processing
for industrial applications*

Microchip & STMicroelectronics



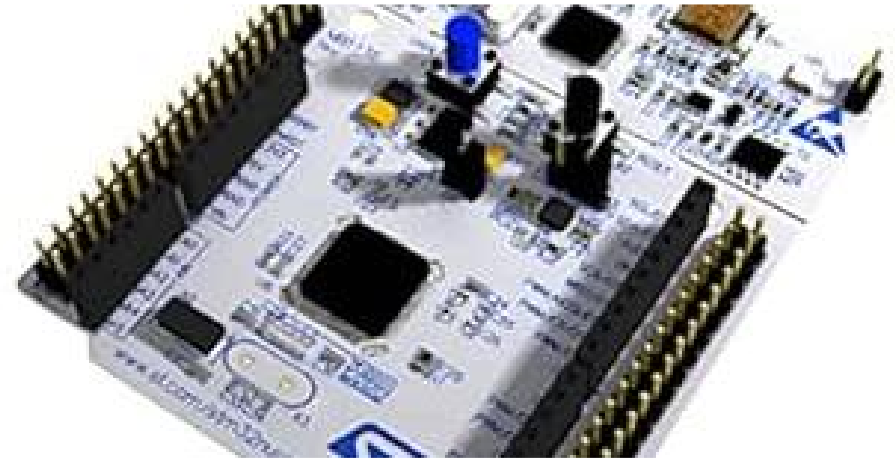
Microchip Technology



8-bit MCUs (PIC® & AVR®)
Industry staples for cost-sensitive, low-power applications.



16-bit MCUs (dsPIC®)
Ideal for high-performance motor control and power conversion tasks.



STMicroelectronics (ST)

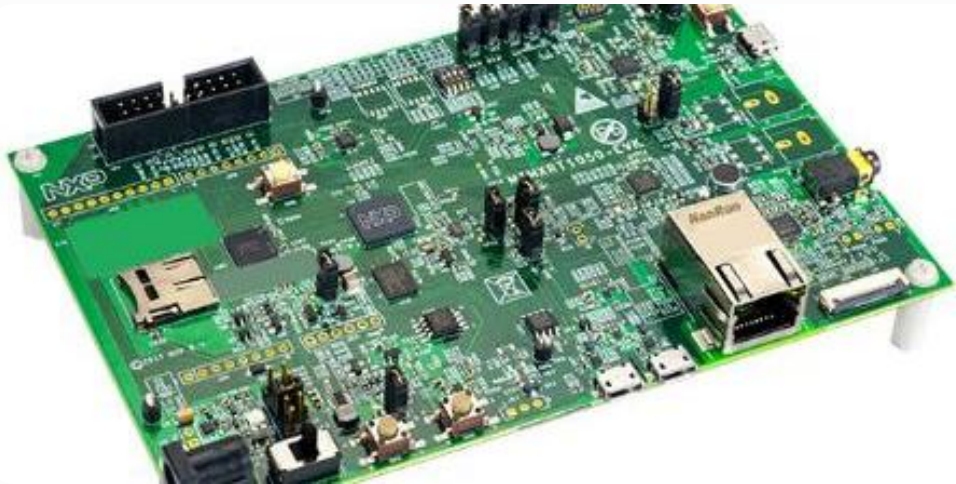


STM32 Mainstream Series (F/G/H)
High-performance MCUs for industrial automation & complex systems.



STM32 Ultra-Low-Power Series (LO/L4/L5)
Leading-edge efficiency for battery-powered IoT and wearable devices.

NXP & Renesas Electronics



NXP Semiconductors



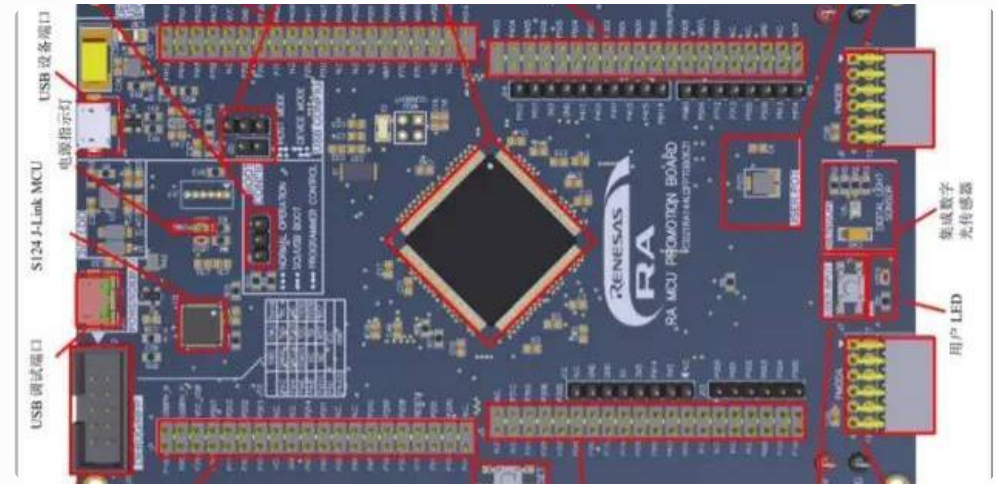
LPC Series: Ultra-low-power MCUs with integrated security for IoT edge nodes.



i.MX RT Crossover: "Performance monsters" blending MCU ease-of-use with MPU performance.



S32K Automotive: AEC-Q100 qualified MCUs for automotive safety applications.



Renesas Electronics



RA Family (Cortex-M): Scalable portfolio balancing performance, power, and security.



RX Family (Proprietary): High-performance MCUs with exceptional code efficiency for Ethernet.



RH850 Automotive: High-performance MCUs for powertrain, chassis, and safety systems.

04

COMPETITIVE ADVANTAGES

KEY STRATEGIC HIGHLIGHTS

Our Competitive Advantages



Unparalleled Product Breadth & Depth

Partnering with the "Big Four" MCU vendors, we offer a one-stop shop for all embedded processing needs.



Expert Technical Support & Partnership

Our FAEs collaborate from concept to production, optimizing designs for peak performance, cost efficiency, and reliability.



Robust & Secure Supply Chain

We maintain strategic buffer stocks and long-term agreements to minimize delays and ensure a secure component supply.



Relentless Focus on Customer Success

Your success is our success. We provide flexible, tailored solutions to meet the unique demands of your project.

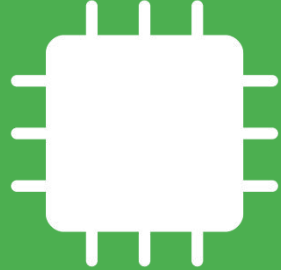
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DEVELOPMENT OUTLOOK

FUTURE VISION & STRATEGY

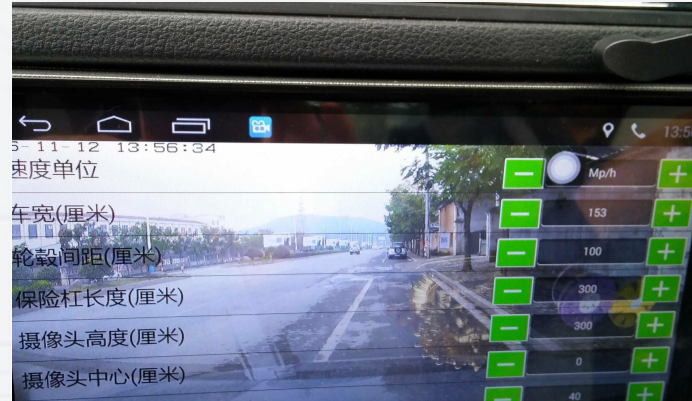
Riding the Wave of Technological Trends

We are strategically positioned to capitalize on the major growth drivers in the electronics industry:



AIoT (AI of Things)

Focusing on MCUs with integrated AI/ML accelerators to enable intelligent, low-latency decision-making at the edge.



Automotive Electrification

Deepening expertise in automotive MCUs to support EVs and ADAS with AEC-Q100 qualified products and ISO 26262 safety.



Industrial 4.0

Expanding solutions for smart factories, focusing on real-time communication (TSN/EtherCAT), predictive maintenance, and secure connectivity.

Thank You

We look forward to partnering with you.

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