

ATTEND CORPORATE PRESENTATION

Connect to Your Success

AGENDA

- About ATTEND
- Mission & Vision
- What We Provide
- Products & Service
- Customization Service
- Product Line
- Spotlight Product
- Use Case



ATTEND is a leading provider of advanced connectivity solutions.

ATTEND, based in Taiwan, has been dedicated to delivering comprehensive connectivity solutions to customers worldwide. Our product line includes a wide range of connectors and cables, such as memory card sockets, PCB card sockets, I/O connectors, and cable assemblies. Our products find applications across diverse sectors, including industrial, networking, transportation and consumer electronics. By actively engaging with our client's businesses, we offer innovative connectivity solutions that empower them to develop cutting-edge products and maintain a competitive edge.

2002
Founded

39+
Distributors

45
Countries

11
Online Shop

Taipei, Taiwan

Florida, USA

Mission & Vision

Business Philosophy



What We Provide



Quality

Commitment to exceptional quality, implemented through rigorous checkpoints and careful vendor selections, ensures a significant competitive edge in the tech industry.



Customization

In aligning tailored solutions with the diverse and evolving needs across various industry sectors, ATTEND actively collaborates to transform innovative ideas into reality.



Service

Our team delivers distinctive connector and custom cable solutions, specifically designed to cater to the diverse needs of our clients across various industries.



Connect

With global extensive marketing and distribution channel relationships, our sales & technical team support you anywhere in the world.

Products & Solutions

Connectors & Custom Cable Solution for Vertical Markets & Applications



- | Flash Memory Socket
- | PCB Card Socket
- | I/O Connector
- | Circular Connector
- | Pogo Pin
- | Micro Coaxial RF Connector
- | Custom Cable Solution



Networking



Transportation



Industrial

- Router
- Gateway
- Modem
- Set Top Box
- Smart Appliances
- Wireless Docking Station

- GPS/GNSS
- Vehicle Tracing
- ADAS Application
- Telematics Device
- EV Charger Stations
- Transportation Management

- HMI
- AMRs
- IPC/Server
- Machine Vision
- Security System
- Heavy-duty Vehicle
- Medical Equipment
- Robot Guidance System
- Manufacturing Equipment

Customization Service

Custom Cable Solution

Initiation begins with **early design involvement**, followed by **guiding material selection**, **refining designs**, and **developing prototypes**. This approach ensures reliable solutions, evaluated through performance testing in an integrated, streamlined process.

Early Design Involvement



Early design engagement fosters collaboration, innovation, and optimal results.

Material Consultation



Quality materials are rapidly sourced for reliable, and cost-efficient cable performance.

Design Optimization



Skilled engineers collaborate to tailor cable designs for client needs.

Prototype Development



Comprehensive prototyping and technology transform ideas into tangible cable solutions.

Testing Performance



Engineers collaboratively design and stringently test custom cables for quality.

Product Line

- **Connector Solution**
 - Flash Memory Socket
 - PCB Card Socket
 - Circular Connector
 - I/O Connector
 - Others
- **Custom Cable Solution**

Connector Solution

Flash Memory & PCB Card Socket



Flash Memory Socket



[Read More](#)

- CFexpress
- CFAST
- CF
- SD
- Micro SD
- Smart Card



PCB Card Socket



[Read More](#)

- Mini PCI
- Mini PCI Express
- M.2
- MXM
- SO DOMM
 - DDR4
 - DDR5
- SIM Card
 - Mini SIM
 - Micro SIM
 - Nano SIM
 - Dual Nano SIM

[Watch Video](#)

Connector Solution

Circular & I/O Connector



Circular Connector



[Read More](#)

- M5/M8/M12/M23
- Plastic A/B/C/D Size
- Sealed I/O

I/O Connector



[Read More](#)

- | | | |
|--------------------|--------|-----------------|
| ■ USB | ■ HDMI | ■ SFP/SFP+/QSFP |
| • USB Type-C | ■ RJ45 | ■ OBD2 |
| • USB2.0, 3.0, 4.0 | ■ PoE | |
| • Micro USB2.0/3.0 | | |
| • Power USB | | |
| • Mini USB | | |
| • Combo | | |

Connector Solution

Others



Others

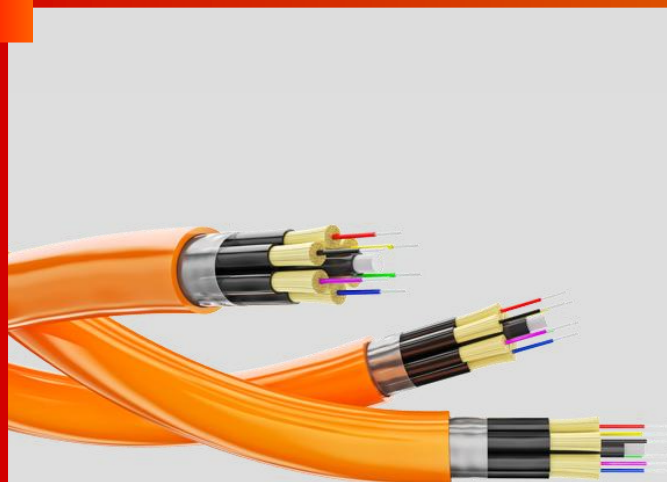


[Read More](#)

- Pogo Pin
- FPC Connector
- RF Connector
- Battery Connector

Custom Cable Solution

Tailored to Fit Your Need



**Industry
Ethernet**

RF

Camera Link

Waterproof

Ethernet

Audio

Circular

Pogo Pin

USB

LVDS

Power

OBDII

SATA

Video

FFC

**Crimp Connector
Wire Harness**



Industrial



Networking



Transportation

Spotlight

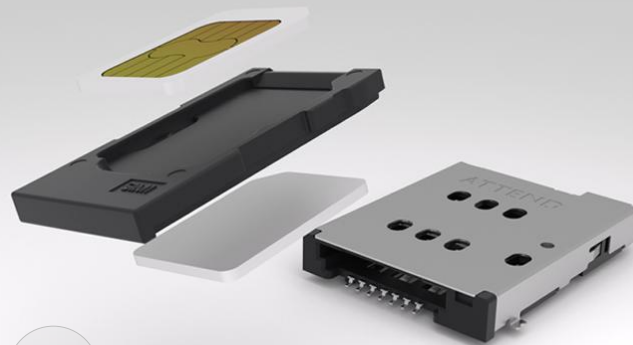
115U-B100

Stack Dual Nano SIM Connector

Tray Push-push

- Dual Nano SIM connector with separated tray
- Tray detection and reverse insertion prevention
- 6mm extended ejection length for easy card removal
- 2mm tray edge for adaptable panel/casing design
- Tray lock function for shock protection
- Tested for 5,000 mating cycles
- Operating temperature: -40°C to +85°C
- Passed EN60721-3-5 Class 5M3 random vibration and Level II shock tests

SPOTLIGHT



[Watch Video](#)

Ideal for many applications including IoT and telematics

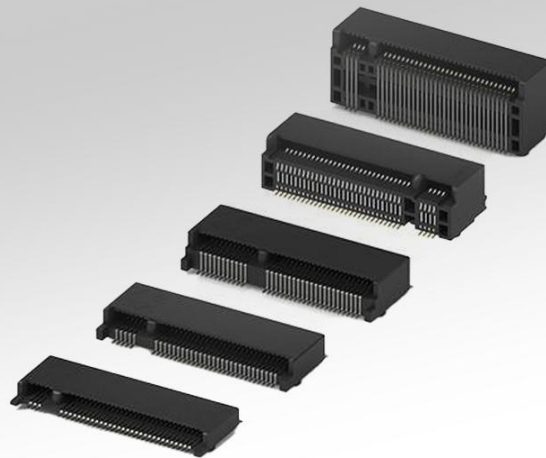
123A Series

M.2 NGFF Connectors

Supports various modules like SSDs, Wi-Fi, GNSS, 5G, LTE, HSPA, and GSM

- Height range: 2.1 mm to 8.5 mm
- A, B, E, and M keying options for module cards
- One-action latch for time and cost savings
- PCI-SIG PCIe M.2 specification compliant
- 0.5 mm pitch featuring sixty-seven contact points

SPOTLIGHT



Ideal for many applications including Data storage, Servers, Industrial PCs, IoT

125B-78C00/125A-78C00

MXM 3.0/2.0 connectors

Compatible with the MXM 3.0/2.0 standard

- Mating area: 0.5 mm pitch, space-saving
- 7.8 mm height, module board mating height 5.0 mm from main board
- Carrier connector 314 pins for SMARC specification
- Carrier connector 230 pins for Qseven specification
- Ready for M2.5 nut and screw installation
- Excellent signal integrity such as USB, SATA , PCIe , LVDS , eDP , MIPI , and Ethernet

SPOTLIGHT



Ideal for many applications including Edge computing, Edge AI accelerators, Telematics, IIoT

Use Case

- In-vehicle System in Railway
- AI Fanless Platform in Factory Automation
- Set Top Box & Gateway in Smart Home
- Rugged SBC in EV Charger Station

Use Case

Railway In-Vehicle Solution

Intelligent Transportation

Challenge

- Railway Connectivity: Develop durable solutions for reliable connections in advanced railway systems.
- High-Speed Access & Flexibility: Enable fast memory access with flexible expansion options for scalability.

Solution

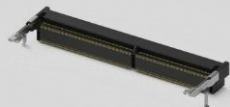


GPU Module



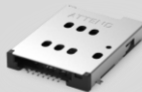
MXM 3.0 Connector
125B

Memory



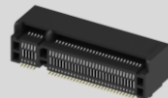
SO DIMM DDR4 Socket
124 Series

5G / LTE / GSM



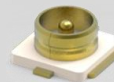
Dual Nano SIM Socket
115U/115S Series

Storage Expansion



M.2 Connector
123A Series

Wireless Communication



Micro Coaxial RF Connector
321A

Ethernet



M12 X-Code Connectors
216 Series

Use Case

Edge AI Fanless Computer

AGV & AMR for Factory Automation

Challenge

- Seamless Integration: Achieving cost-effective integration of high-performance connectivity modules within compact AGV systems.
- Autonomous Support: Delivering connectivity to support multiple synchronized automotive cameras for varied autonomous operations

Solution

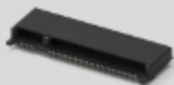


GMSL Camera



Farka Z Conn. & Cable
350A-FA

5G / 4G / LTE



M.2 B Key
123A Series

WiFi / Bluetooth



M.2 E Key
123A Series

NVMe SSD



M.2 M Key
123A Series

Wireless Communication



SIM Card Socket
115A Series

Ethernet



M12 X-Code Connectors
216 Series

Use Case

Set Top Box & Gateway

Smart Home

Challenge

- Limited Connectivity Options: Insufficient connectivity options hindered integration in STB and Gateway devices.
- Slow and Unstable Data Transfer: Inadequate connectors resulted in sluggish and unreliable data transmission.



Solution

Data & Power



USB Type-C
217B Series

Display



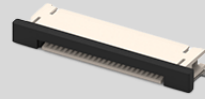
HDMI
206A Series

Ethernet



RJ45
210A Series

Board to Board



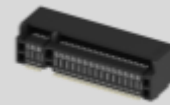
FPC
311B Series

5G / 4G / LTE



SIM Card Socket
115A Series

WiFi / Bluetooth



M.2 E Key
123A Series

Use Case

Rugged Single Board Computer

EV Charger System & Station

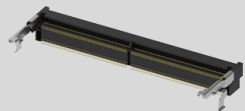
Challenge

- Unified EV Charging System: Create cost-effective, user-friendly system for efficient charging.
- Enhanced User Interfaces: Improve charging station interfaces for immersive experiences.

Solution



Memory



SO DIMM DDR5 Socket
126A

IP Camera



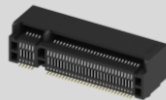
RJ45 connector with PoE
214 A Series

5G / LTE / GSM



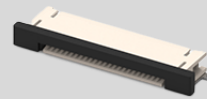
SIM Card Socket
115A Series

Storage Expansion



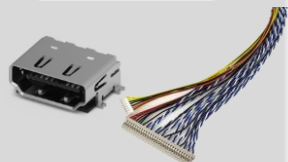
M.2 Connector
123A Series

Touch Panel



FPC Connector
311/312 Series

Multi-display



HDMI & LVDS
206 Series | Conn. & Wire

Thank You

www.attend.com.tw

