



## A message from the CEO

Dear Customers,

Over 27 years ago Maxim was built on the foundation of providing high-quality integrated circuits for products in the industrial marketplace. In fact, I started designing some of Maxim's first data converters in 1984.

Maxim continues to build on its industrial foundation, with more than 25% of its \$2 billion revenue coming today from industrial products. And our mission continues to be to deliver solutions to our industrial customers that add value to their end products.

The *Industrial: Solutions Guide* highlights six specific functions and types of industrial equipment. The guide focuses on the Maxim® products that that will bring you the most value to that specific type of equipment.

We reviewed the 6300 products in our catalog, and selected the best ones for each function or equipment. We listed the benefits of these products— whether it is smaller size, greater accuracy, lower power, or something else—in an easy-to-read format. And we have backed up our claims with hard technical facts so you can compare us to competing solutions.

In addition to identifying our best products and highlighting them in the *Industrial: Solutions Guide*, we have trained our direct sales force and worldwide distributors so they understand the technical and marketing needs of your products. In this way they can provide you high-quality support. They are focused on meeting with you and discussing your needs and our offerings.

I am certain that you will see that Maxim remains focused on being the leading solutions provider for industrial equipment, both in terms of innovative products and knowledgeable support.

Finally, I welcome your questions and comments about Maxim and this solutions guide. Let me know what you think. You can reach me at: [tunc@maxim-ic.com](mailto:tunc@maxim-ic.com).

Thank you,

A handwritten signature in blue ink that reads "Tunc Doluca". The signature is fluid and cursive, with a long horizontal line extending from the end.

Tunç Doluca

President and Chief Executive Officer