



A message from the CEO

Dear Customers,

For over 27 years Maxim's mission has been to provide our customers with solutions that add value to their systems.

My desire is that when you start the design of your next medical product, you will think of Maxim first. We want to be the ones that you go to for a value-added solution.

The *Medical: Solutions Guide* discusses 21 specific pieces of medical equipment, and focuses you on the Maxim® products that that will bring the most value to that specific type of equipment.

We reviewed the 6300 products in our catalog, and selected the best ones for each type of 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 *Medical: 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 is focused on being the leading solutions provider for medical equipment. Before long, I am confident that you will agree with me that "Maxim is Medical."

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.

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