

LANTRONIX®

Express Deck

Embedded Compute Products and Services

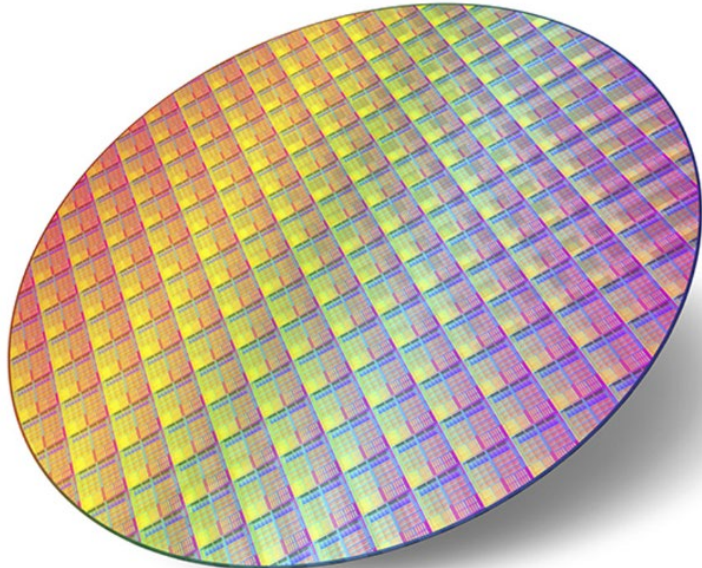
August 2025



Chipset Landscape

Qualcomm

- Leader in consumer Mobile and Automotive market
- IoT chipsets benefit from mature design
- High integration with modem, GPS, WiFi/BT
- Efficient power with high performance



NXP

- Strong in traditional IoT markets
- Open SW & documentation; strong ecosystem of partners
- Cannot compete with Qualcomm SoC performance
- 100s of SOM suppliers

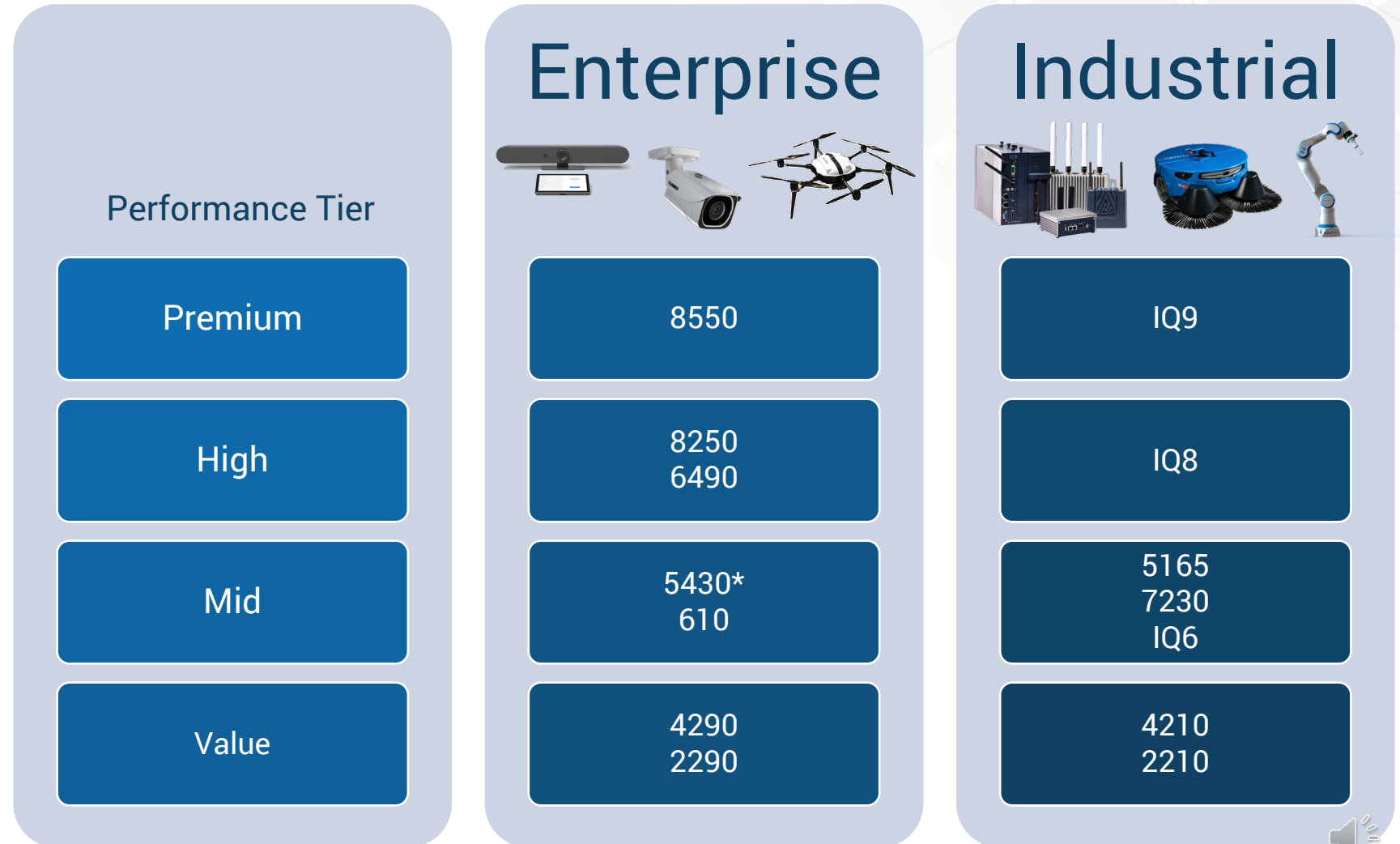
NVIDIA

- Strong in AI applications
- Comprehensive SW tools
- Focus on the data center, cannot compete with Qualcomm in power efficient operation
- Limited & expensive SOMs

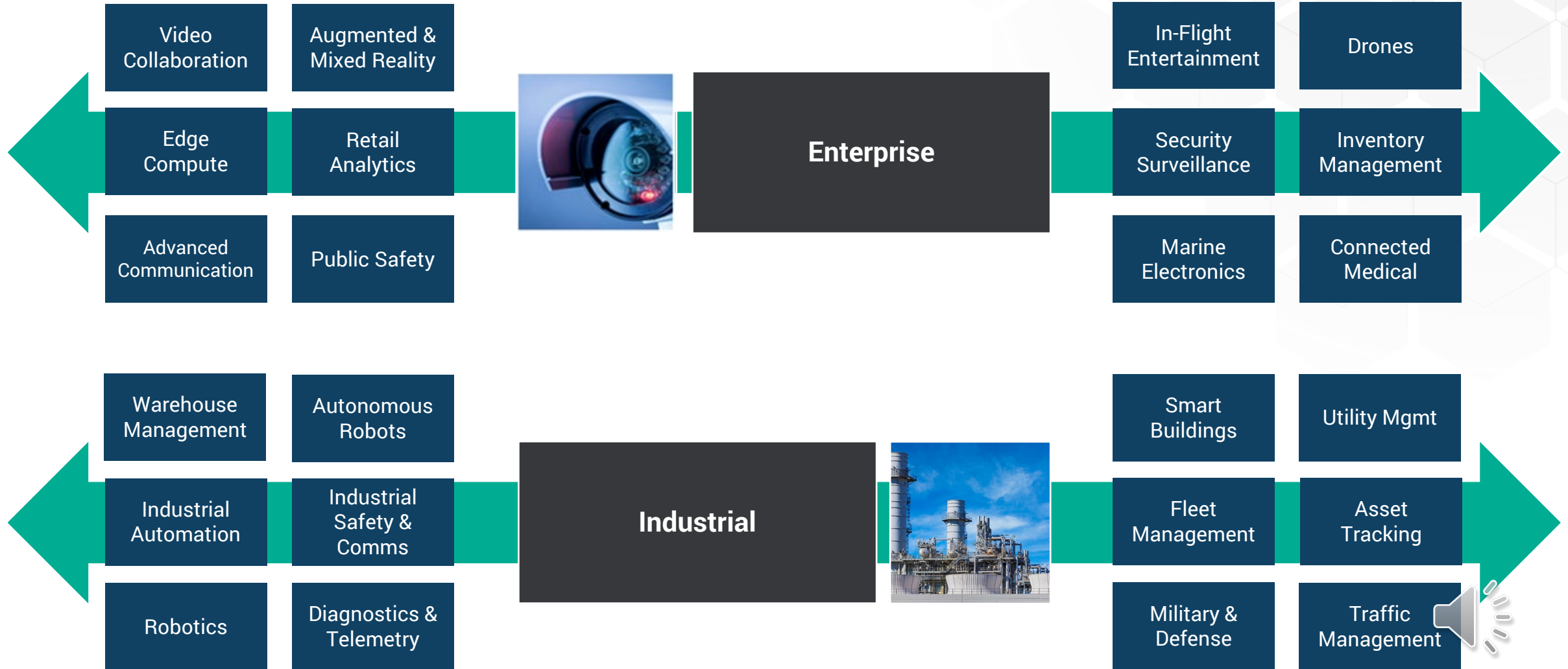


IoT Portfolio & Market Segmentation

- **Enterprise:** Android 1st
- **Industrial:** Linux 1st
- Performance is not equivalent between Enterprise & Industrial but relative to SOMs in that market
- Qualcomm has a strategy that includes other markets. LTRX will engage but on a tactical basis, they are not focus markets for us



Example Verticals Markets



Why Lantronix?

When Schedule, Innovation, and Quality are Critical

Cutting Edge
Technology
Platforms

Snapdragon®
Experience and
Expertise

Capabilities from
Concept to
Production

North American
Based Supplier

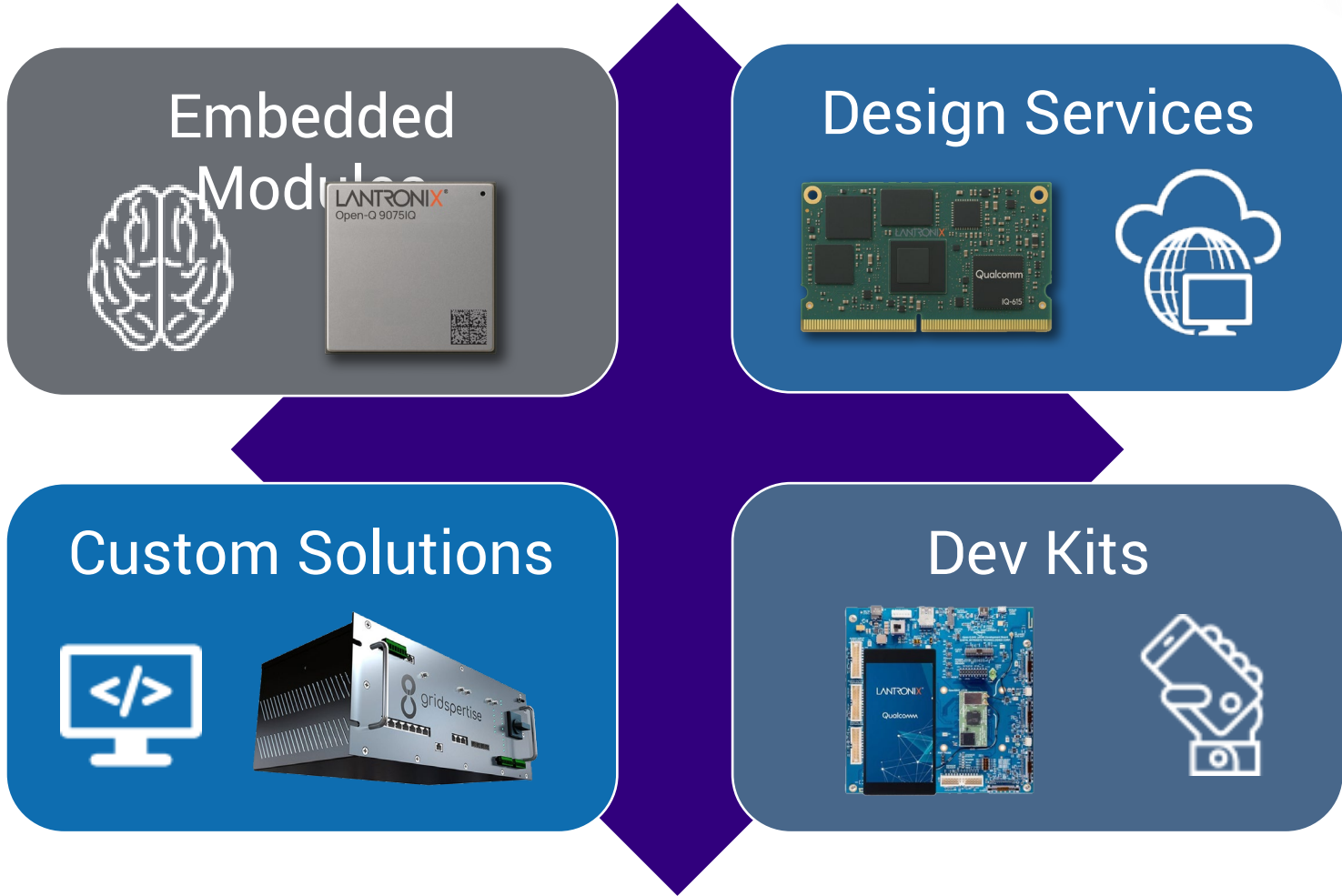
Cloud Platform
Device
Management

High Quality,
Scalable
Manufacturing



Trusted US-Based Qualcomm Partner

From idea to launch — We remove the barriers to building with Qualcomm

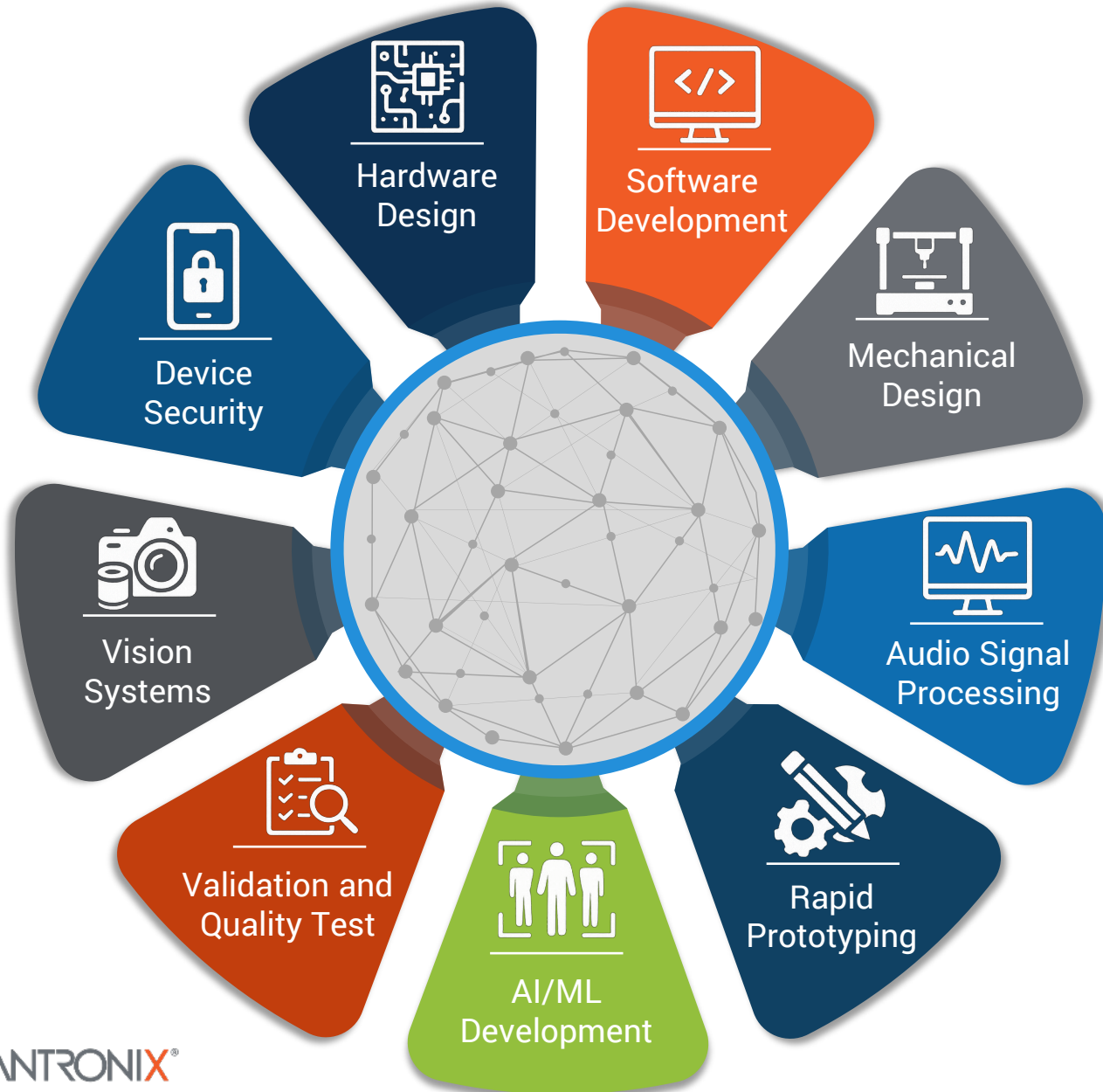


Qualcomm Advantage Network Member
Qualcomm Authorized Design Center

2000+ Projects Delivered | 200+ Engineers | 20+ Qualcomm Modules | 2+ Decades Experience



Engineering Design Services



Design, Build, and Deliver Custom Edge Platforms

Engagement Models That Fit You

- Turnkey builds
- Expert support
- Joint design model (JDM)

Client Solutions – From Idea to Execution

- Open-Q SOM + Carrier Boards
- Custom compute & AI-ready designs
- Faster time-to-market



Comprehensive Solutions

Application SW

Customer SW
Integration & Deployment
Rest APIs

LTRX Middleware

OTA update
Containerization & micro-services
Infinishield™ security

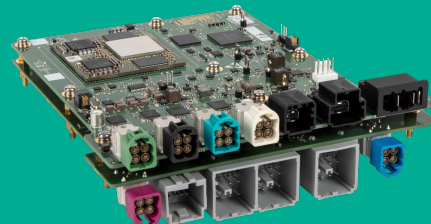
LTRX BSP

Reference BSP
Linux
Android

Open-Q™ SOM / SOM



Custom Solutions



Turnkey Device



Specialist Services



Camera & Video

- Real time video processing
- AI based image recognition
- Secure video streaming
- Video analytics for smart applications



Device Management & Security

- Remote device control
- Secure data encryption
- Firmware updates & monitoring
- Regulatory compliance for secure IoT



AI / ML

- AI model selection and optimization
- Advance computer vision & Edge AI
- Efficient AI inferencing pipelines
- End to end deployment



How to Qualify A Prospect



SELLING STRATEGY

Key Criteria for Qualification

- ✓ **Engineering Needs:** Customer lacks resources for complex chip-down designs.
 - ✓ **Business Alignment:** Goals & technical needs align with our product line & design services.
 - ✓ **Clear Expectations:** Budget, timeline, and competitive landscape are understood upfront.
-

Qualifying Approach

- ✓ **Early Cost Discussions:** Ensure cost aligns with end-market pricing early.
 - ✓ **Identify Need:** Begin with their immediate project, then explore broader support opportunities.
 - ✓ **Determine Scope & Budget:** Engage solutions team; align scope, timeline, and budget.
-

Ideal Prospects

- ✓ **IoT OEMs Developing Next-Gen Product:** Need tailored solutions.
- ✓ **Limited Embedded Expertise:** Need support with complex compute integration.
- ✓ **Seeking Rapid Deployment:** Require modular, scalable platforms for quick deployment.
- ✓ **Focused on Differentiation:** Value custom design services for unique, high-value products.





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Flock Safety

Security & Video Surveillance | Smart Cities

Challenge

Develop an affordable and reliable Automated License Plate Reader (ALPR) solution to support neighborhood crime prevention. The technology needed to process license plate data in real-time while ensuring security and scalability for widespread deployment.

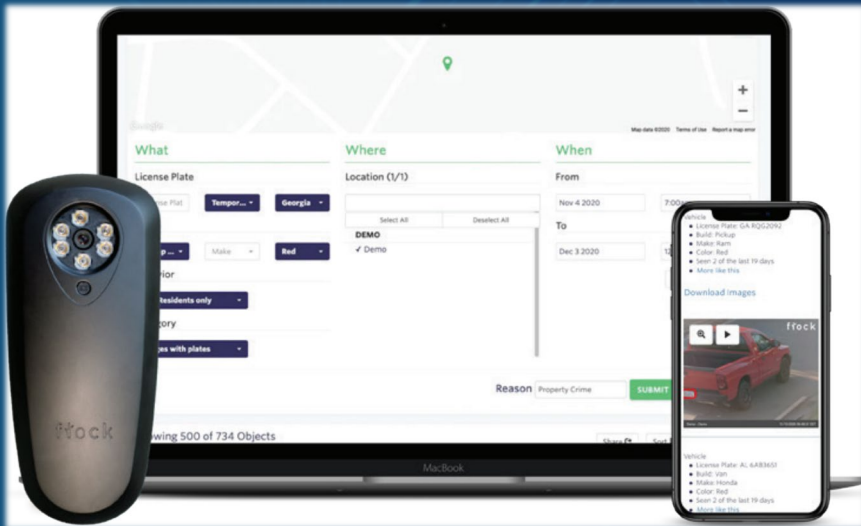
Solution

Flock Safety leveraged the Lantronix Open-Q™ 624A SOM and Development Kit, along with a custom carrier board, to build a robust ALPR platform with:

- Advanced edge AI for real-time plate recognition
- Secure device access and wireless connectivity
- Remote management and seamless software updates

Results

- ALPR system now deployed in 700+ cities across 38 states
- Reported crime reductions of up to 60%
- Scalable, cost-effective platform supporting smarter, safer communities



LANTRONIX®

Thank You!



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