

MEDIATEK

LANTRONIX[®]

Open-M[™] Sales Express Deck

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The Challenge

Customers need more choice in Edge AI compute.



Performance and Cost fit

One platform doesn't fit every **performance, power, and cost** requirement.



Simplify AI Integration

Customers want **AI-ready platforms** without adding hardware and software integration complexity.



Long-Term Continuity

Long product lifecycles make **supply continuity and platform availability** critical.



Compute That Fits

Many edge applications need **balanced performance, not premium silicon** priced beyond the use case.



Compliance

NDA and TAA are challenging points in Embedded Compute.

Open-M™ 720G/520G



Why Lantronix. Why Now.

We make it easier to turn MediaTek silicon into a production-ready product.



Why Lantronix

- ✓ **Production-ready Genio SOMs** reduce the effort of building around the SoC.
- ✓ **Embedded hardware and software expertise** helps customers move from evaluation to deployment.
- ✓ **Scalable 720G/520G platforms** give customers flexibility across performance and price points.
- ✓ **Multi-silicon expertise** gives customers more choice.
- ✓ **NDAA/TAA** gives customers a trustworthy supply chain.

Edge AI is expanding beyond high-end platforms.



Why Now

- ✓ Growing demand for **cost- and power-efficient AI at the edge**.
- ✓ More applications are moving toward **vision, robotics, automation, and intelligent interfaces**.
- ✓ MediaTek Genio expands Lantronix's ability to address **new performance and price segments**.
- ✓ **NVIDIA TAO support** helps simplify AI model optimization and deployment.
- ✓ A broader silicon portfolio means **more choice, greater supply resilience, and long-term continuity**.

- ✓ Lantronix expanded its embedded compute portfolio with new **MediaTek Genio-based SOMs**, strengthening its multi-silicon strategy and expanding its edge AI solutions.

Scalable Edge AI with Lantronix + MediaTek

Cost-effective embedded compute for high-volume intelligent devices

MEDIATEK



MediaTek Partner
MediaTek Authorized Design Center

THE JOURNEY

Lantronix stays engaged throughout the journey

Let's match your application to the right compute platform — balancing performance, power, cost, and scalability.

01

Select

Choose the Right Compute

- We help match the MediaTek Genio platform to your performance, power, cost, and application requirements — so you get the right fit without over-engineering.

02

Design

Build around the SOM

- Our embedded engineering team supports carrier-board integration, I/O, camera, display, connectivity, and software requirements, integrating the SOM into your product.

03

Validate

From Prototype to Production

- We help validate hardware and software, optimize AI workloads, and support NVIDIA TAO-based AI development — reducing integration risk before production.

04

Scale

Ready for Volume

- With scalable Genio 720/520 platforms, long-term support, and a production-ready supply model, Lantronix helps you move confidently from design win to high-volume deployment.



Open-M™ 720G/520G SOMs Value Proposition

Newest MediaTek chipset 8th Gen NPU

- 10 TOPS edge AI for real-time vision, object detection and efficient power usage
- Integrated NVIDIA TAO model support and ecosystem. Easy migration from existing NVIDIA solutions

Robust Multimedia

- Concurrent 4K enc/dec for smooth video conferencing or telematics
- Flexible I/F for single/dual displays for Smart Retail, Industrial HMI

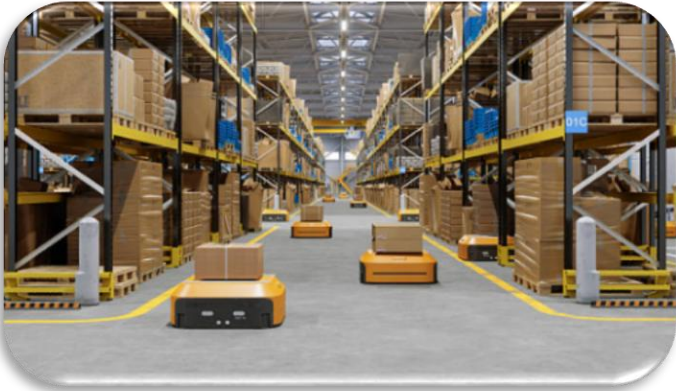
Dual ISP up to 2 concurrent cameras

- Max 6 cameras via MIPI virtual channels
- Multi-camera applications in Transportation, Drones, AMR/AGV

Open-M 720G/520G vs other SOMs

- Rich set of industrial I/Os with built-in Ethernet. Pin-2-Pin compatibility, very cost competitive vs QCOM and NXP. Built-in WiFi 6E / BT 5.3. Seamless support with MTK T300 Redcap models for 5G connectivity.

Non-Military UAV / AGV – MediaTek Advantages



Enterprise AGV/AMR – Enable Warehouse Workflow

- Rich set of industrial interfaces for LiDAR, IMUs, sensors
- Depth-camera for vision-based navigation
- Autonomous path planning (SLAM) for material handling, inventory movement, autonomous logistics



Inspection Drones – Visual Accuracy and Operational Efficiency

- Advanced image / video signal processing
- High-performance compute to process vision, sensor, and location data
- Identify anomalies, improve inspection accuracy, make faster decisions



Precision Farming – Increase Productivity and Sustainability

- Vision & Inference Engine: Integrated 10 TOPS NPU and dual ISP handle demanding AI models on high-resolution imaging streams
- Thermal & Power Architecture: Advanced 6nm process optimizes power efficiency and thermal dissipation, enabling smaller/lighter battery design and prolonged flight time.

Use Cases

Built for high-volume Edge AI and intelligent connected products.

- **Industrial & Smart Displays** — HMI, kiosks, video conferencing & inflight entertainment
- **Drones** — agriculture, inspection, surveying
- **Vision & Security** — Smart cameras and intelligent security systems
- **Robotics** — AMRs, warehouse, cleaning & hospitality
- **Automation** — Connected machines and commercial IoT platform



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.

NEXT STEP

Ready to Put Edge AI to Work?

Open-M 520G & 720G give you a ready path to cost-effective, scalable Edge AI.

GET HANDS-ON

Start Evaluating Today

- The development kit ships ready to run – a low cost, low-risk way to prove your application on real silicon immediately

BUILD WITH CONFIDENCE

Build on a Platform You Can Trust

- Leverage a production-ready, long-life platform backed by Lantronix's embedded expertise.

CONNECT WITH LANTRONIX

Take the Next Step

- Talk to our team about your requirements and next steps.

Talk to Lantronix → Start Your MediaTek Genio Evaluation



Thank You!



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