OEM Boards

Embedded Artists' wide selection of *OEM Boards* can be deployed in a variety of embedded applications. Based on NXP's leading LPC2000/3000 series of ARM microcontrollers, Embedded Artists' *OEM Boards* offer a great price/performance ratio.

The small SODIMM form factor makes the *OEM Board* easy to integrate in a target application. There are many advantages of using Embedded Artists' *OEM Boards*:

- Shorter time-to-market
- Reduced development and production costs
- Elimination of substantial design issues and risks in embedded development

**Selection of
LPC2000/3000 OEM Boards**

Different types of OEM Boards

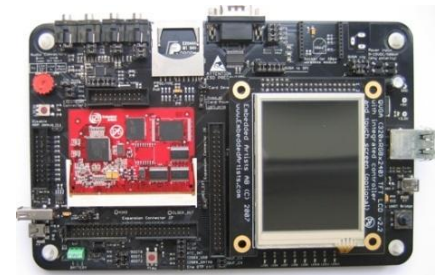Embedded Artists offer different *OEM Boards* for different purposes:

- **Standard OEM Boards** for lower volume applications, 1-250 pieces
- **Cost optimized** versions when 250 pieces or more are needed
- **Unique boards** for specific application needs based on re-use of Embedded Artists' proven designs

Developer's Kit

Embedded Artists have created *Developer's Kits* for all *OEM Boards*. The kits make it easy to get started immediately with evaluation and prototyping work. A *Developer's Kit* contains a base board for simple OEM Board integration and has multiple display options.

**Developer's Kit:
Base Board and OEM Board**

Support Material

In order to further ease *OEM Board* integration, the boards are backed up with extensive support material:

- User's Manual for Developer's Kits
- Board Support Package (BSP)
- Sample Applications
- Integration guide

OEM Board Price List[1]

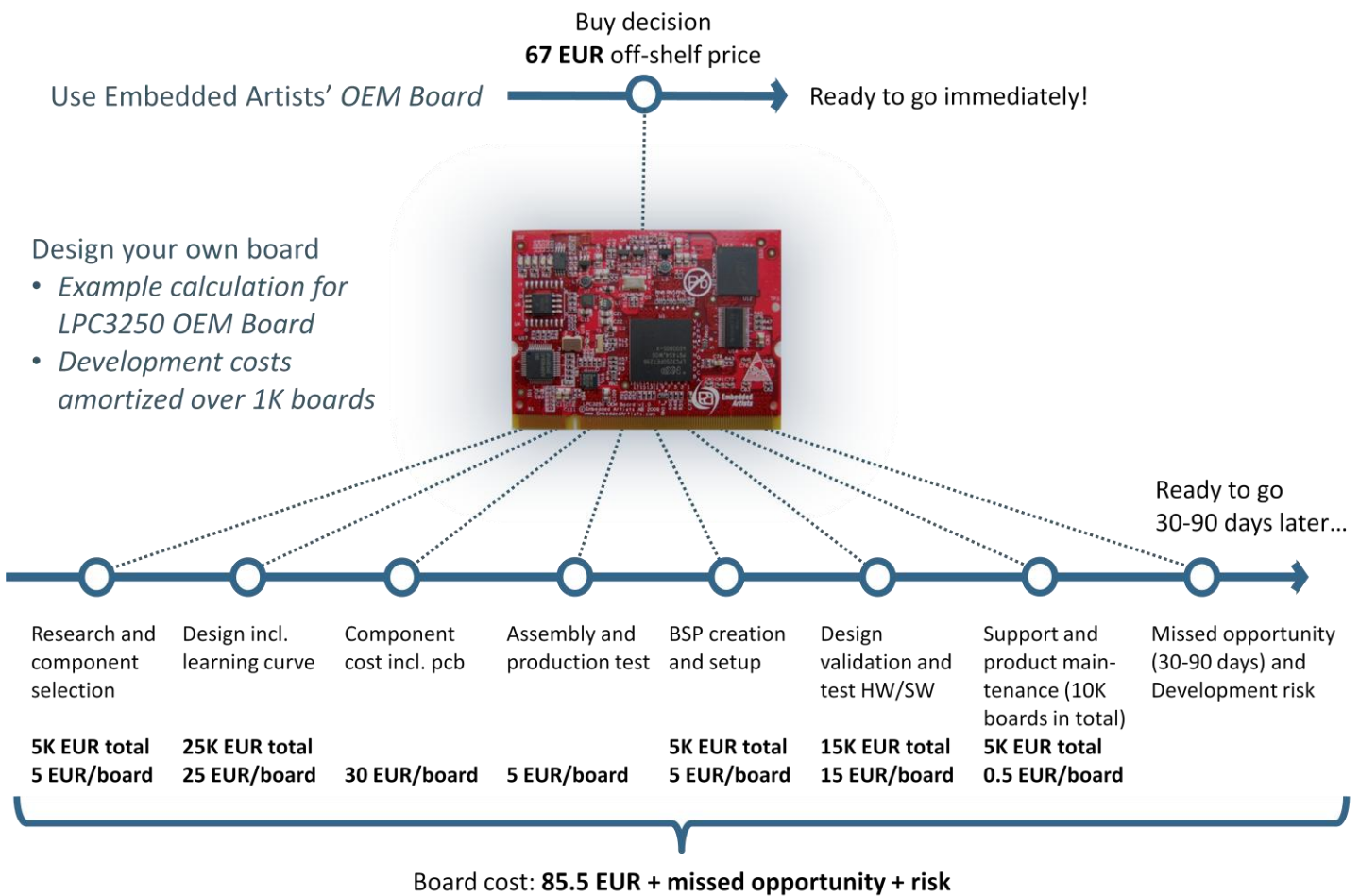| Board	OEM Board Volume				Developer's Kit
	1-24	25-99	100-249	250-10 000	
LPC1788	99	85	69		169 (w/o Display)
LPC2478 (32-bit)	99	85	69	**Contact EA for prices:**	249 (with Display)
LPC2478 (16-bit)	94	80	65		244 (with Display)
LPC3141	99	85	67	info@embeddedartists.com	179 (w/o Display)
LPC3152	99	85	69		179 (w/o Display)
LPC3250	99	89	79		259 (with Display)

[1] Prices in EUR excl VAT, subject to change without prior notice

The Art of Embedded Systems Development – **made Easy™**

Make or Buy Cost Analysis

Time is money! Today you must be ahead of your competitors to gain market advantages. Using Embedded Artists' *OEM Boards* save both time and money. Why spend time on infrastructure issues when instead you can focus on your own value added application. The choice is easy!

Below is a comparison between buying and making an *OEM Board*. The next time you need *OEM Boards* contact Embedded Artists and we will make our very best to help you getting started with development as soon as possible! The goal is to make our customers as competitive as possible.

Buy decision
67 EUR off-shelf price

Use Embedded Artists' *OEM Board* → Ready to go immediately!

Design your own board
- *Example calculation for LPC3250 OEM Board*
- *Development costs amortized over 1K boards*

Ready to go
30-90 days later...

Research and component selection	Design incl. learning curve	Component cost incl. pcb	Assembly and production test	BSP creation and setup	Design validation and test HW/SW	Support and product main-tenance (10K boards in total)	Missed opportunity (30-90 days) and Development risk
5K EUR total **5 EUR/board**	**25K EUR total** **25 EUR/board**	**30 EUR/board**	**5 EUR/board**	**5K EUR total** **5 EUR/board**	**15K EUR total** **15 EUR/board**	**5K EUR total** **0.5 EUR/board**	

Board cost: **85.5 EUR + missed opportunity + risk**

NXP Partner

Embedded Artists is a partner of NXP. Together we give engineers an excellent base to work from when creating advanced embedded systems. We have a close co-operation and know everything there is to know about the NXP processors. Take advantage of our unique knowledge!

partner of
NXP

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