**Press Release** - for immediate release

13 June 2023 | 1/1

# Macnica ATD Europe announces distribution partnership with ASUS AIoT Business Group

**Chatou/France, 13 June 2023.** Macnica ATD Europe is proud to announce a distribution partnership with ASUS AIoT Business Group, and now offers sales and service support for the ASUS IoT's AI Focused Solutions. The ASUS Intelligent Edge Computer Portfolio offers a broad choice of Edge AI, Rugged Edge IoT, and Arm based solutions powered by Intel processor technology, NVIDIA GPU and Arm support.

The ASUS solutions now featured by Macnica ATD Europe include three main AI-based solutions. Firstly, the ASUS AISDetector, an AI-based application software for product quality inspection during production phase by signal or waveform analysis. Typical use cases for the ASUS AISDetector are in the field of product quality inspection during production phase.

The second new ASUS AI solution in the Macnica ATD Europe portfolio is the ASUS AISVision, an easy-to-use AI Toolkit and SDK for Computer Vision, for model training and inference. Apart from defect detection, typical applications for AISVision are production parts segmentation and classification; as well as in-store automatic check-out and on-shelf inventory check in retail.

---

**About Macnica ATD Europe**

Macnica ATD Europe unites the European operations of stock-listed Macnica Inc. (headquartered in Yokohama/Japan), one of the world's largest distributors of semiconductors founded in 1972. The roots of Macnica ATD Europe go back to the distributor of imaging solutions ATD Electronique which was fully acquired by Macnica Inc. in 2019; and the former German entity Macnica GmbH. Today, Macnica, Inc. has established its European headquarter Macnica ATD Europe in Chatou near Paris with sales offices in various European countries. It combines several decades of B&B semiconductor and imaging distribution experience with a vast product range covering memories, GNSS, IoT, and power management ICs as well as a focus on image sensors, optics, interface circuits, IPs, imaging processors, cables, and OLED micro displays; and a growing portfolio of ready to use AI solutions.

For more information visit the web at www.macnica-atd-europe.com.

**Macnica ATD Europe**
2 - 6, rue Emile Pathé- Espace Lumière,
Batiment 2, 78400 CHATOU - FRANCE
Ph: + 33 1 30 15 69 70
Fax: + 33 1 86 39 00 22
New sales email address:
sales.mae@macnica.com

**Press Contact:**
Vision Communications - Andreas Breyer
breyer@vision-communications.eu

Last but not least, AISEHS is an easy-to-use AI-based Management Service Platform by ASUS for worker safety. AISEHS is the third AI based IoT solution now featured by Macnica ATD Europe. Main application cases for AISEHS are risk identification for Man Machine Interface for identifying complex operational actions based on pre-defined standard procedures and to dynamically detect the pointing-confirmation procedures of all persons.

More information on the ASUS AI Focused Solutions which are now part of the AI portfolio from Macnica ATD Europe can be found here.

## About ASUS IoT

ASUS IoT is a sub-brand of ASUS dedicated to the creation of incredible solutions in the fields of AI and IoT. Its mission is to become a trusted provider of embedded systems and partner to the wider AIoT solutions ecosystem. ASUS IoT strives to deliver best-in-class products and services across diverse vertical markets, and to partner with customers in the development of fully integrated and rapid time-to-market applications that drive efficiency – providing convenient, efficient and secure living and working environments for people everywhere.

---

**About Macnica ATD Europe**

Macnica ATD Europe unites the European operations of stock-listed Macnica Inc. (headquartered in Yokohama/Japan), one of the world's largest distributors of semiconductors founded in 1972. The roots of Macnica ATD Europe go back to the distributor of imaging solutions ATD Electronique which was fully acquired by Macnica Inc. in 2019; and the former German entity Macnica GmbH. Today, Macnica, Inc. has established its European headquarter Macnica ATD Europe in Chatou near Paris with sales offices in various European countries. It combines several decades of B&B semiconductor and imaging distribution experience with a vast product range covering memories, GNSS, IoT, and power management ICs as well as a focus on image sensors, optics, interface circuits, IPs, imaging processors, cables, and OLED micro displays; and a growing portfolio of ready to use AI solutions.
For more information visit the web at www.macnica-atd-europe.com.

**Macnica ATD Europe**
2 - 6, rue Emile Pathé- Espace Lumière,
Batiment 2, 78400 CHATOU - FRANCE
Ph: + 33 1 30 15 69 70
Fax: + 33 1 86 39 00 22
New sales email address:
sales.mae@macnica.com

**Press Contact:**
Vision Communications - Andreas Breyer
breyer@vision-communications.eu