

INTRODUCTION FOR THE FIRST GLOBAL AIOT APPLICATION INNOVATION CENTER OF NXP

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SECURE CONNECTIONS
FOR A SMARTER WORLD

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The First Global AIoT Application Innovation Center of NXP

AIoT application Demo Lab has 6 theme exhibition halls which covering NXP Introduction, NXP museum, automotive electronics, industry 4.0, smart city, smart home, safe interconnection and other application markets.

Phase I : AIoT Application Demo Lab

- NXP and customers demonstrate latest technologies and products
- Science and technology promotion to public
- Promote NXP brand
- 1100+ sq.m, opened in May of 2021, has already served over 150 groups (> 4000 people)



Phase II: AIoT Innovation Center

- A one-stop service platform for customers, partners, students, communities: technical training, technical conference, innovation, customer reception, team building
- Cloud lab: First cloud lab for NXP customers and partners to remotely access NXP hardware platforms anywhere in the world
- 1200+ sq.m



Theme wall



Learn about NXP



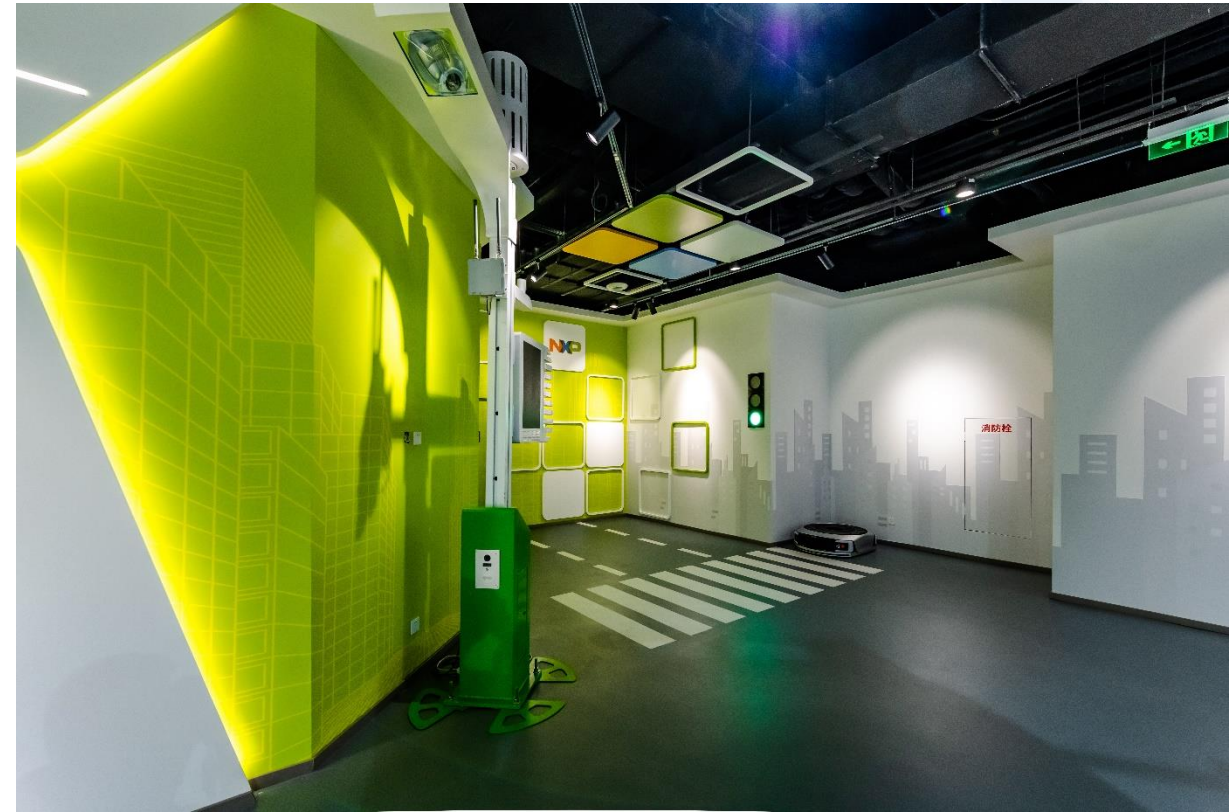
Introduce NXP, its business and culture by 3D screen and sliding screen, give the audience a strong sense of experience through the integration of pictures, video and sound.

Our footprints



Introduce NXP history and one small museum to collect Motorola and Philips classic products.

Connect your travel



Demonstrate NXP' s leading position in automotive electronics, demo ADAS and Highly Automated Driving, Body and Comfort, Connectivity, Infotainment and In-Vehicle Experience, Powertrain and Vehicle Dynamics, also including AGV, Smart Street Lamp etc.

Connect your city



Demonstrate Building Control, Factory Automation, Healthcare Solution, Power and Energy, Industrial Network, Mobile Payment, Industry PC and Gateway etc.

Connect infinite possibilities



Demonstrate Drone, Smart Toy, Robot etc.

Connect your life



Demonstrate Home Control, Home connectivity, Smart Appliance, Phone, Entertainment, e-Book etc.

Home Theatre



**Demonstrate Home Entertainment, Soundbar etc.
Play the NXP and customers' promotional video.**

Connect your future



Share NXP community culture and future ideas.

Lobby Lounge

- Areas for tea breaks and free chat
- 20-30 people capacity



Multimedia Conference Room

Four functions:

- **Lectures:** set up a multi-screen linkage system, accommodate 80+
- **Live broadcast:** Video matrix, 4K HD projector; 200-inch screen; 3 video cameras
- **Video making:** Green screen, professional light system
- **Entertainment:** Provide entertainment option for customers after work.



Customer Lab

- Accommodate over 20 people
- Demonstrate the NXP platform performance
- Hands on debugging and training



Multifunction room

- Conference/lectures/presentation
- Breakout room for Multimedia Conference Room, live broadcast from Multimedia Conference Room by multi-screen linkage system.
- Dining room as needed



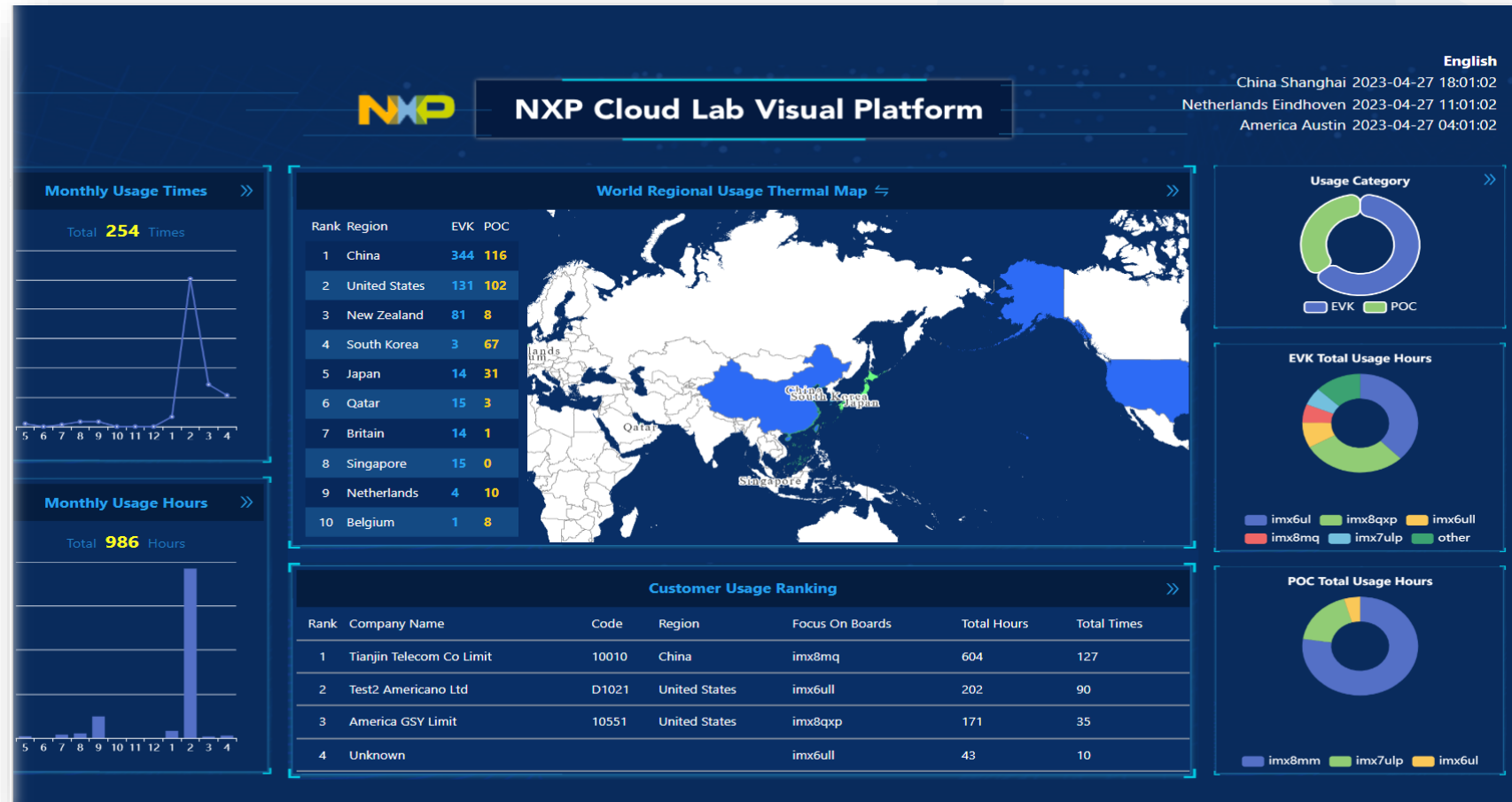
Cloud Lab

- Provide remote access to NXP platforms through cloud.
- Virtual show of NXP platforms and performance; 8 innovation booth and 160 EVKs access via cloud.
- Enables customers to evaluate NXP platforms.



Data Statistics Software of Cloud Lab

- Customer access data statistics
- Hotspot analysis
- Trend chart analysis



Pantry Room

- Work lunch for visitors



VIP conference Room

- Accommodate 8-20 people
- Function: Guest reception, business meeting



Guest Office 1

- Reception, Business discussion, VIP office area, tea room



Guest Office 2

- Reception, Business discussion, VIP office area, tea room



Innovation Lab

- Accommodate over 25 people
- Brainstorming room
- 3D Printer etc. for production of prototypes



Honors, partners and recognitions

- School-enterprise cooperation and Innovation Cooperation Award --- Ministry of Education of China
- Enterprise Technology Center --- Tianjin government
- Science and Technology Innovation Service Core Company --- Tianjin government
- Advanced Industrial Tourism Site --- Tianjin government
- Internship and Practice Site ---- Tianjin University, Nankai University, TianGong University
- Graduate work station for integration of industry and education





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