



# Maxim World

## Sharing Our New Brand with the World

Following the debut of the new Maxim Integrated to employees in June, we launched our new brand to the public on September 5. Several Maxim leaders kicked off the occasion by ringing the NASDAQ opening bell in New York City. Our new logo and a customized video were featured on the NASDAQ Market-Site Tower, a seven-story-high electronic display in Times Square.

Following the bell ringing, Maxim hosted Investor Day. **Tunç Doluca**, **Bruce Kiddoo**, **Chae Lee**, **Matt Murphy**, and **Chris Neil** discussed Maxim's strategy and where our innovative building blocks and highly

integrated products are driving growth in key markets.

On September 5, we also officially revealed our new website, [www.maximintegrated.com](http://www.maximintegrated.com), which has been completely redesigned. A vibrant graphic now dominates our new homepage, and we have significantly reduced the amount of text for a simplified, cleaner look.



Important company information can be found via links in "drawers," drop-down menus easily accessed from the new homepage. Be sure to visit the special Analog Integration Microsite highlighting

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our integration expertise for key markets and applications.

To raise further awareness for Maxim Integrated, we hosted press conferences in London, Munich, and Tokyo in late September. Matt Murphy, Chris Neil, and **Kent Robinett** met with more than 60 electronics journalists to discuss changes we have made to better serve our customers, the rebranding effort, and our latest highly integrated products for key markets. **Walter Sangalli** will travel to Asia to host a similar event for editors in China and Taiwan.

We have also updated, or are in the process of changing, numerous external-facing items, including signage around the world, shipping boxes, IC packages, social media channel graphics, and the on-hold script that callers hear when calling the new Maxim Integrated. All of these changes are meant to reinforce our new brand and our company's unique position as the leader in analog integration. ●



Joined by Maxim Integrated executives and employees, CEO Tunç Doluca rings the NASDAQ opening bell on September 5.

*More brand debut photos on page 2*

# Maxim Mural Wins Creativity Award

The Maxim Integrated Cityscape wall graphic has received a Platinum Award in the 42nd Annual Creativity Print & Packaging Awards. Established in 1970, the Creativity International Awards are one of the most respected and longest-running creative competitions in the industry. Winners were {1356} selected from over 1,500 entries worldwide in advertising, print, publications, packaging, photography, illustration, new media, film & video, and TV & radio.

The Platinum Award is the competition's most prestigious honor, bestowed upon the best in each category. Maxim entered in the category of "Environmental Graphics, Single Unit," working with San Francisco Design firm Gee + Chung Design and photographer xRez Studios on the project. The Maxim team included **Todd Whitaker**, Vice President of Marketing, **Becky Tanner**, Director, Corporate Marketing & Events, **Sydney Williams**, Manager, Creative Services, **Maria Pak**, Lead Designer, and **Matthew Lewsadder**, Copywriter.

"This is the type of thing we strive for in Marketing—recognition from the industry that what we do is as good, or better, than anything else out there," said Todd. "This is a testament to the creativity of Maxim's team in envisioning something that is seen as unique and original across industries."

"This is a significant achievement for Gee & Chung Design, as well as our Creative Services team, who led the overall creative direction for the project," said Becky. "After weeks of hard work, it was amazing to watch the final effort come to life on the walls of our new campus. Anyone who visits our café is impressed by the creativity and scale, but also by the content. It truly is a great way to support our corporate vision and provide education on the impact our company has on the world."

Each year, a select judging panel of leading advertising and design professionals deliberates over a three-day period to select the best work from all over the world to be reproduced in the 400-page Creativity Awards Annual Book. It was an incredibly tough competition this year with only about one-third of the entrants earning awards. Entrants represented 34 countries, three Canadian Provinces, and 28 U.S. states.



The amazing Cityscape Wall in the café at Maxim HQ shows the city of San Francisco in incredible detail and points out where Maxim products could be found in an integrated world. The Maxim Dallas site has a similar wall featuring the city of Dallas.

"We deeply appreciate the opportunity to collaborate with Todd Whitaker, Vice President of Marketing, and his extraordinary team at Maxim Integrated," said **Earl Gee**, Partner and Creative Director, Gee + Chung Design. "The award is the result of a wonderful team effort and we are incredibly honored to be a part of it. The Platinum distinction is a validation of Maxim Integrated's success at creating a compelling and meaningful brand story that resonates with its audience, and delivering on the brand promise of

providing breakthrough technologies creating a more integrated world. This prestigious honor provides important worldwide visibility for Maxim and reinforces the company's position as an innovative brand leader. We hope the project will inspire Maxim Integrated employees and customers alike to appreciate the potential of the company and the impact its technologies can have upon the world." ●



## Maxim Rolls Out New Brand to Distribution Partners

Following Maxim's official external brand launch on September 5, we rolled out our new brand to our distribution partners. We also informed them of the reasoning behind the changes. The main message was that Maxim is now a company integrated not only at the chip level, but also at the company level. This integration is evident in a number of different areas, including our solutions, customer service, marketing, technical support, supply chain, and training.

On September 10, armed with new teal banners and a video about the new Maxim featuring **Walter Sangalli**, Vice President, Worldwide Sales & Marketing, and **Harley Feldberg**, President, Avnet Electronics Marketing, our regional sales managers (RSMs) visited the Americas Avnet branches to unveil the exciting news in person. And then, starting with Silica's Sales Conference in Europe during the week of September 24, the message fanned out to Avnet sites around the world. Our regional distribution managers visited key branches in China, Taiwan, and Korea. And in Japan, our distributors were