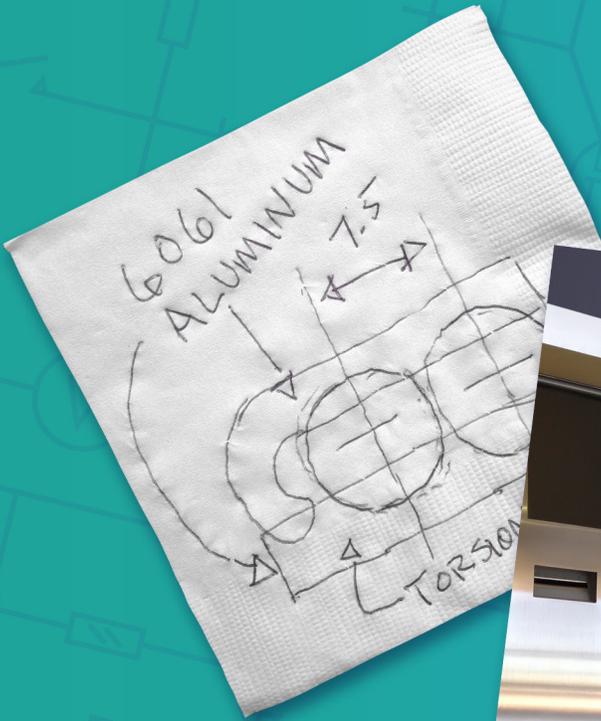# CYPRESS TECHNOLOGIES
RUGGED RELIABLE MANUFACTURING

Cypress Technologies, creative hardware designers & builders, executes your workflow and builds rugged reliable consumer-facing kiosks

From Bar Napkin to Production

Explore the landscape of kiosks for ideas you can put into action now to deliver outstanding interactive customer experiences.

Enhance the Customer Transaction... Use Interactive Technology with Kiosks from Cypress Technologies

Consumers are Rapidly Changing

Is your brand adapting to the future of consumerism? Key shifts in economics, demographics, technology, and media are completely transforming the consumer landscape, and the very essence of how we buy. Who the consumer is, in addition to how, where, and even why they shop, is changing rapidly and forever. The way our institutions and stores look—and how we interact with them—are constantly in flux. Mobile technology, social commerce, location-based services, machine to machine connection, big data, and a deluge of developing technologies are all conspiring to forever change how we buy. Behavioral models are now changed forever. According to AdAge, Millennials are the generation of customer service. They are technologically savvy, and they expect to be able to travel their own path but receive assistance anywhere along their personal, and hopefully customizable, customer experience. Address the new paradigm with interactive kiosks.

Match Experience to Expectation

Retail self-service interaction has traditionally served the purpose of allowing customers to check out or access information without the assistance of a customer service representative. That may be a self-checkout or POS or an opportunity to search an entire inventory or customize a purchase. They should be viewed, now more than ever, as an additional piece to this customer service puzzle and a necessary option that should be provided in addition to (not in place of) the store representative or traditional off-line option. As the younger generations grow up, it will become more important to allow them to fulfill their retail goals themselves, without requiring a staff member or third-party assistance. Stores and other client-facing institutions will want to give customers many options for performing their desired interaction, many opportunities to seek customer service (in person or digitally), and customize their retail experience.

Cypress Technologies can enable systems that focus on:

- **Intuitiveness and Simplicity**
- **Customer Service**
- **Customized and Personalized Experience**

Who Knew New Product Development could be this much Fun?

Standing out within your product's niche requires a deep understanding of consumer behavior. Emotional engagement is the standard today; smart leaders are challenging their people to create more brand relevance with each design element and product feature decision. So it comes down to feeding the dogs that magic stuff, dog-food. While your team focuses on designing the user experience to maximize engagement, we will work on creating the product's firmware and hardware, in lockstep with your business objectives, to assure smooth and effective operations.

Segments we work in include: Hospitals/Healthcare Facilities, Banks/Credit Unions, Colleges/Universities, Entertainment Venues, Government Agencies, Hotels/Resorts , Public Transportation, Retailers, Restaurants.

Let Us Do the Heavy Lifting

Let Cypress Technologies do the tough stuff. While your group focuses on visionary concepts that create emotional involvement, you can hire us to execute the firmware and hardware build. We'll bring cost-reduction ideas that drive profitability, and reliability improvements that will augment your brand reputation. Our inventiveness in new product program execution will save you months of effort, and hundreds of thousands of dollars of production costs, effectively and efficiently.
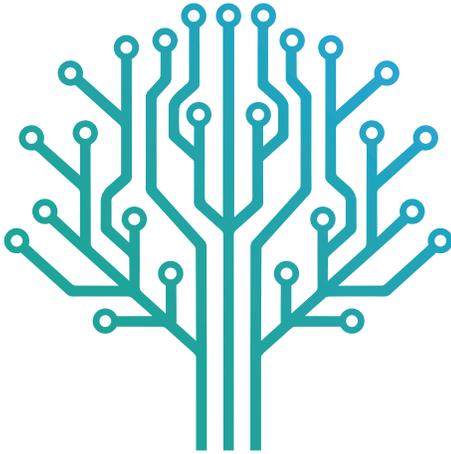
For the busy entrepreneur and startup organization, Cypress Technologies launches your product envision with our tested, experienced team.

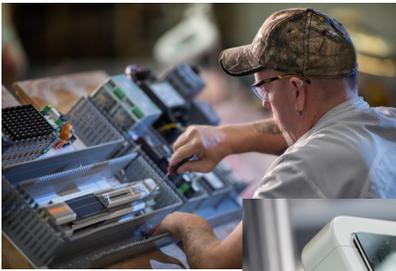Here is an example of a typical Project Management & Support Timeline.

- **Schedule & Budget Planning**
- **Design for Manufacturing**
- **Firmware Development & Refinement**
- **Industrial Design**
- **Certification Process Strategy & Execution**
- **Iterative Design Reviews**
- **Component Sourcing**
- **Total Product Lifecycle Cost Reduction**
- **Creation & Implementation of Quality & Testing Plans**
- **Project Documentation**
- **Rapid Response/Crisis Intervention & Mitigation**
- **Service Parts Inventory & Fulfillment Programs**
- **Troubleshooting, Failure Analysis & Repair**

Rugged Reliable Manufacturing

Cypress Technologies is a dedicated team of innovative product solution designers and builders, supporting engineering concepts, NPI, and production, operating in a spacious manufacturing facility located in Austin, TX. We design, test, certify and build electromechanical and electronic assemblies with a focus on ruggedness and high reliability. The facility is ISO 9001:2008 certified and our assemblers are trained to IPC-A-610 Level 3 standards. We do full turnkey box & panel assemblies; PCB assemblies; ruggedization of PCBA's with precision conformal coating, potting and underfilling of BGA components; advanced battery/controller assemblies; and cable & harness assemblies. Customer base ranges from Fortune 100 to smaller specialized equipment builders.

An Industry Leader in Electronic Contract Manufacturing

Box & Panel Fabrication

Digital Interactive Kiosk Fabrication
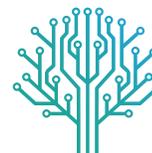

Innovative Surface Mount Technology

Our Primary Services Are:

- Engineering & Design Support

- NPI Prototyping

- QAR & QAN Box & Panel Assembly Compliant

- PCB Assembly (Through Hole & SMT) & Ruggedization

- Electromechanical Assembly

- Box & Panel Assembly

- Cable & Harness Assembly

- Testing & Test Fixture Design

- Custom Machining Metals & Plastics

- Troubleshooting, Repair, & Failure Analysis

29 YEARS IN BUSINESS

UL 508A INDUSTRIAL CONTROL PANEL FABRICATOR

IPC CERTIFIED IPC-A-610 SPECIALIST
ASSOCIATION CONNECTING ELECTRONIC INDUSTRIES®

WHMA
Wiring Harness Manufacturers Association
All our cables are built / tested to the
IPC / WHMA-A-620 Standard

bsi. ISO 9001 Quality Management
FM 53100

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