

# PRECISION CIRCUITS INC



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## The Situation

Precision Circuits Inc. has been developing and manufacturing multiplex systems since 2014. Over the past two years, a number of new product enhancements and add-on modules have been developed. To this point, each multiplex system has been custom designed for each customer. Looking at our current multiplex lineup, it seems that we are now in a very good position to create product tiers for this market. The Precision MiniPlex system is the first of a three tiered approach to selling multiplex systems, Good, Better, Best. The current 64 controller is a good product to start with as a smaller limited capability multiplex system. The idea of having a standardized "out of the box" multiplex solution that is easily implemented is a good starting point. The key goal of offering an out of the box solution is to allow us to compete in the market against other standard product offerings rather than a custom designed. Although the 64 is a low-cost solution (ASP \$385), it is capable of utilizing all of our LIN compatible modules which allow for functional expansion based on the customer's needs.

## Product Objective

Develop a low cost, out of the box multi-plex system (Precision MiniPlex).

- Utilize existing 64 multiplex controller
- Implementation would require limited program modifications (based on technical review between PCI and customer utilizing MiniPlex excel spreadsheet definitions)
- Model configurations would be selectable at install on the master controller.
- Compatible with all PCI LIN modules, MiDi PCS, Tank Monitor, Wireless, .....
- This product would have predefined functionality:
  - 10 on/off
  - 8 dimmers
  - 4 Signal Outputs
  - 11 Constant hot
  - 4 Lo inputs
  - 2 Hi inputs
  - 3 H-Bridges
- Switch panels provided in the package: 4-six button, 3-four button, 1-two button. All button nomenclature would be defined on the MiniPlex excel spreadsheet definitions (all switch panels would be first generation, migration to 2<sup>nd</sup> generation would be a \$6 upcharge per switch panel)
- Total system price as defined above: \$385

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## Precision MiniPlex Cost Structure

| Description           | TPC     | QTY | ASP      |
|-----------------------|---------|-----|----------|
| 64 Controller         | \$93.07 | 1   | \$186.14 |
| 47 Six Button Switch  | \$14.02 | 4   | \$112.16 |
| 46 Four Button Switch | \$11.25 | 3   | \$67.50  |
| 36 Two Button Switch  | \$9.00  | 1   | \$18.00  |
| Total                 |         |     | \$383.80 |