



Channel Focus Magazine

This 16-page glossy magazine is published quarterly and sent to NXP's distribution sales partners.

Each issue presents executive interviews, marketing campaigns, sales highlights, and star products.

This quarter, articles included:

- An interview with the new general manager of the Analog Mixed Signal business line
- Overviews of upcoming marketing campaigns for RF Power, High Performance Analog, and MCUs
- Recent upgrades to DistiNet, the NXP portal for distributors
- An award ceremony for top sellers in General Applications
- Announcement of a key design win in Asia
- New products for home entertainment
- Advanced RTCs for battery-powered and automotive applications
- New trends in RF Power
- New FlatPower packages
- Product briefs for MMICs, MCUs, LED flash drivers, PC power supplies, and dimmable LED drivers