

**EDS2005 WEDNESDAY**

# Show Daily

MAY 4, 2005 PARIS HOTEL LAS VEGAS, NV

## Beganto showcases product tracking service

**M**anufacturers and representatives seeking more accurate methods to track products through the supply chain have a new solution available through Beganto, Inc., a recognized resource of the Electronics Representatives Association (ERA). Beganto's Open Network (trademarked BeON) is featured in the ERA booth (4709) and in Beganto's booth (4712-14) at EDS.

Beganto's software connects manufacturers, reps, and distributors with engineers and buyers looking for product samples for new designs. BeON lets engineers and buyers find, sample, and purchase components more easily, as well as allowing those on the selling side to electronically track sales leads from sampling to the point of a design win.

Reps, distributors, engineers, and buyers can join BeON at no charge, and sign-ups are being accepted throughout EDS. More than 20,000 engineers, 150 reps, and 75 distributors are already participating. Manufacturers join BeON through their paid use of Design Winner, which tracks component opportunities, including automatic follow-ups with engineers and buyers. NEC Electronics America, Catalyst Semiconductor, Hirose Electric, and ALPS Electric (USA) are among the many manufacturer subscribers.

ERA reps who refer semiconductor and electronic and electromechanical component manufacturers for BeON participation earn a referral fee for themselves and ERA for each new network subscriber. The ERA-Beganto partnership also calls for Beganto to provide the association with data maintenance services.