

## Customized Mobile Solutions for Industry-Specific Needs

MediaTek IoT Modem Solutions enable smooth performance, long battery life and premium features

### Case Study



### Application

Customized Mobile Solutions for Industry-Specific B2B Applications

### Background

NUU has always been committed to delivering high-quality, affordable mobile solutions to both consumers and businesses. The goal is to provide cutting-edge technology without inflating costs, ensuring that users across different industries can access reliable and efficient mobile devices. Businesses require secure, enterprise-ready devices with enhanced durability, remote management capabilities, and specialized functionality.

### Challenge

With a broad product portfolio spanning healthcare, transportation, retail, child-safe technology, and other industry-specific solutions, NUU required a chipset provider capable of supporting a wide range of use cases with strong performance and cost-effectiveness.

Finding the right semiconductor provider was crucial to maintaining this balance. NUU needed a partner that could offer:

- High-performance processors that ensure a smooth, fast user experience.
- Power-efficient technology to maximize battery life.
- Affordable yet premium-grade chipsets to keep our products competitive.
- Scalability to serve both consumer and business needs without sacrificing quality.

### Results:

By integrating MediaTek's powerful yet cost-effective IoT modem chipsets, NUU has successfully delivered high-performance, scalable, and industry-specific mobile solutions to businesses and consumers alike.

- **Enhanced Consumer Experience** – MediaTek-powered devices deliver fast processing, better battery life, and seamless connectivity, all at an affordable price.
- **B2B-Centric Solutions** – Businesses now have access to custom-built Android™ devices optimized for their specific industry needs.
- **Stronger Market Position** – Our partnership with MediaTek allows us to stay competitive in both the consumer and enterprise mobile markets.
- **Improved Customer Retention** – Reliable performance and optimized efficiency ensure higher customer satisfaction and long-term engagement.



## Solution

NUU partnered with MediaTek, one of the world's leading semiconductor manufacturers, to power their current models and devices. MediaTek's innovative IoT modem chipsets provide the ideal balance of performance, efficiency, and affordability, allowing us to maintain their commitment to delivering value-driven mobile solutions.

- In healthcare, our MediaTek-powered devices support secure data communication and remote patient monitoring.
- In transportation, they ensure seamless connectivity for fleet tracking, dispatch coordination, and logistics management.
- Retail businesses benefit from mobile POS systems, inventory tracking, and enterprise-grade security.
- Child-safe technology relies on MediaTek's solutions for secure and controlled mobile experiences tailored for younger users.

Beyond just consumer smartphones, MediaTek chipsets have become the backbone of our B2B solutions, ensuring that businesses in critical industries receive devices that are reliable, secure, and built for long-term performance.

*"MediaTek has been an outstanding partner, providing the advanced technology and support needed to power our entire product portfolio. Their commitment to innovation and efficiency makes them the perfect fit for NUU as we continue to deliver high-quality, affordable mobile solutions to both businesses and consumers."*

— Danny Sit, CEO of NUU



Android is a trademark of Google LLC.

NUU

NUU for Business is your trusted partner for **custom-built Android™ devices and software.**



Let's Connect