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# The Art of Repurposing Content

Robert Reneau

The leading industry event by digital marketers for digital marketers

# Maxim Integrated Overview

Began as Start-up  
**1983**

Fast Growing  
**analog  
company**

Headquarters  
**San Jose,  
California**

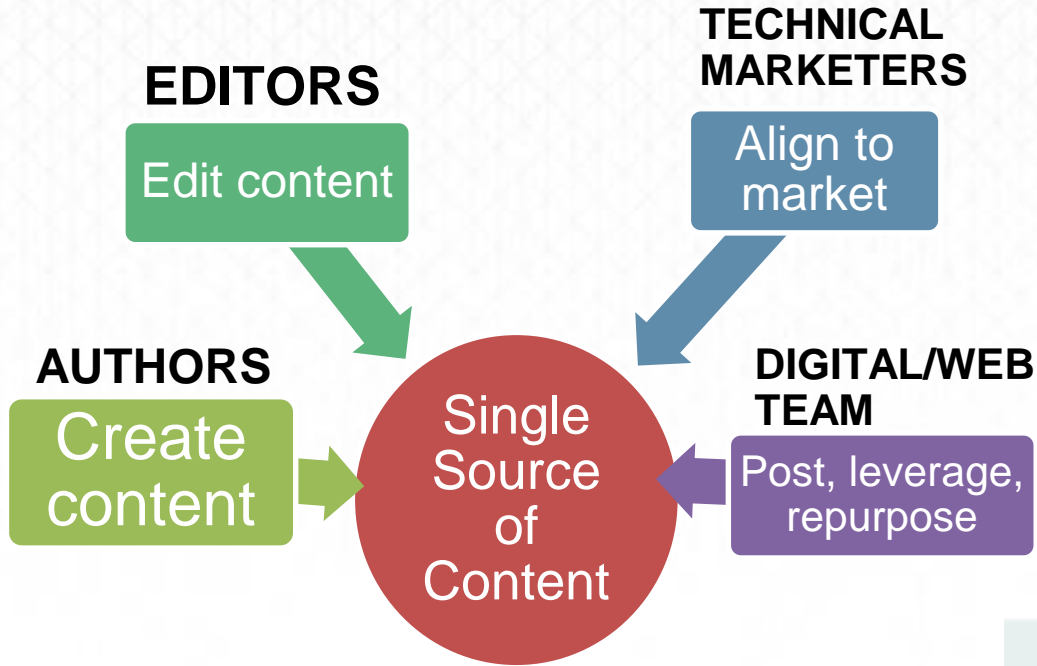
Employees  
**8,300  
worldwide**

Global Presence  
**29 technology  
centers in 14  
countries**

Market Cap  
**\$9.70b**

Annual Revenue  
**\$2.37  
billion**  
(trailing 12 months)

# Content Creators & Cross-Department Involvement



## Points to cover

- ✓ **Who** is working on it
- ✓ **Who** is reading it
- ✓ **What** is the purpose
- ✓ **What** to measure, optimize

# Modular Authoring for Templates

- Enables repurposing of content by placing premade modules

**PRODUCT FOLDER HEADER**

**[PRODUCT FOLDER TITLE] MAX###**  
 Product description: one line description goes here  
 second line continued if required

**DATA SHEET**

Sale and Quick Charging, Abator Type Detection, and Maximum Charge Current Enumeration  
 Status: MAX Part Number    Active: In Production

---

**SUB-GROUP LINKS**

**[PRODUCT SUB-GROUPS]**

- Product: general Networking
- Linear Regulation
- Hot Swaps, Thermal Sensing
- Charge Pump
- Isolated Power
- Supervisors, Voltage Monitoring, Sequences
- LED Drivers
- Power State Enhanced (PSE)
- Battery Management

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**INTRO DESCRIPTION PARAGRAPH**

Product description: one line description goes here  
 second line continued if required

---

**IMAGE / DIAGRAM THUMBNAIL**

Image / Diagram

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**FEATURED IMAGE ROTATOR**

**[FEATURED PRODUCT IMAGE ROTATOR]**

Headline

---

**TABLE**

**FILTER REFERENCE DESIGNS**

Design	ID	Title	DD DTS	DD DTS Location	DD DTS Location
Design	100	Reference Design: 100: Linear Regulation	MAX1224	MAX1224	MAX1224
Design	101	Reference Design: 101: Linear Regulation	MAX1224	MAX1224	MAX1224
Design	102	Reference Design: 102: Linear Regulation	MAX1224	MAX1224	MAX1224
Design	103	Reference Design: 103: Linear Regulation	MAX1224	MAX1224	MAX1224
Design	104	Reference Design: 104: Linear Regulation	MAX1224	MAX1224	MAX1224
Design	105	Reference Design: 105: Linear Regulation	MAX1224	MAX1224	MAX1224
Design	106	Reference Design: 106: Linear Regulation	MAX1224	MAX1224	MAX1224
Design	107	Reference Design: 107: Linear Regulation	MAX1224	MAX1224	MAX1224
Design	108	Reference Design: 108: Linear Regulation	MAX1224	MAX1224	MAX1224
Design	109	Reference Design: 109: Linear Regulation	MAX1224	MAX1224	MAX1224
Design	110	Reference Design: 110: Linear Regulation	MAX1224	MAX1224	MAX1224

---

**VIDEO**

Featured Video Title and Description Goes Here  
 00:00:00 / 00:00:00

Video

maxim integrated

PRODUCTS SOLUTIONS DESIGN OVERVIEW CIRCUITS LIBRARY DESIGN TECHNOLOGY REFERENCE DESIGNS PACKAGING DESIGN PARTS TECHNICAL DOCUMENTS ORDER SUPPORT ABOUT US

**VIDEOS**

In the Lab: IO-Link Smart Sensor System Demo  
 7:51 April 2015

See how easy it is to get an IO-Link smart sensor system up and running with low data monitoring. Our IO-Link Master reference design (MAXREFDES27) has open plug-and-play capability and the easy-to-use software (IO) to monitor data from each of our four IO-Link device modules: ambient light sensor (MAXREFDES28), proximity sensor (MAXREFDES27), RFID-to-digital sensor (MAXREFDES29), and 1D-to-digital input (IO) hub (MAXREFDES30).

Video Search

Channels: PRODUCTS | APPLICATIONS | EVENTS | CORPORATE

Sort By: Date | 1 Video

In the Lab: Bluetooth Control of Precision-Offset Lighting  
 2:04 March 26, 2015

In the Lab: Eliminate Flicker for SMPS  
 1:10 March 26, 2015

In the Lab: Analog Output Design  
 4:18 December 22, 2014

Beer Mug Factory: Maxim Integrated Industrial Production in Action

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System Board SR6  
**MAXREFDES27#1: IO-LINK OPTICAL PROXIMITY SENSOR**

Active in Production    Maxim Confidential

**Overview**    Details    Design Resources    Order

MAXREFDES27#1 System Board

**Trainings & Videos**

In the Lab: Precision Proximity for SMPS  
 2:18 April 12, 2015

The Factory Digital I/O Modules  
 2:18 April 12, 2015

Enlarge+ Introduction Today's factories rely more on automation and less on manual labor. With this increased use of robotics comes the increased

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# Asset and Page Tagging (AEM)

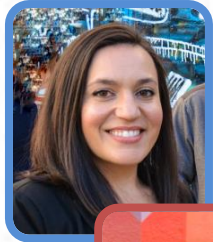
## Video (Asset)

The screenshot displays the AEM asset management interface. On the left, there is a thumbnail of a printed circuit board (PCB) and a title 'In The Lab: High-Efficiency Power Supply Reference Designs'. Below the title, metadata is listed: Name (Vid-In-The-Lab-High-Efficiency-Power-Supply-Reference-Designs.mp4), Size (312 KB), Modified (14-Jan-2015 09:04), Type (image/png), and Dimensions (600 x 338). The main content area shows the asset's title, description, and a table of tags. The tags table includes columns for Name, Language, Design, Reference Design, and System Board, with values like 'English', 'Videos', and 'PWA8PDC033'. A right-hand pane shows thumbnails of related assets.

## Web Page

The screenshot shows the 'Page Properties' dialog box for the page '/content/maximintegrated/en/products/power'. The 'Basic' tab is active, showing fields for Title (Power), Navigation Title (Power), Locale Title, Keywords (power conversion; power management; battery management; pow), and Tags (Maxim Website: EN / Products / Power, Maxim Website: EN / Site Map). There are checkboxes for 'Hide in Navigation' and 'Hide in Breadcrumb', both of which are currently unchecked. The 'Title Tag' field is set to 'Power', and the 'Description' field contains the text: 'Power management ICs for voltage conversion using linear and switching regulator technology.' At the bottom, there is a 'More Titles and Description' checkbox and 'OK' and 'Cancel' buttons.

# Dynamically Personalize Content



Sales



International Customer



Customer

Interest:  
Audio Parts

The screenshot shows the Maxim Integrated website interface. The main content area displays the 'SWITCHING REGULATORS' product page, which includes a list of products (Step-Up (Boost), Step-Down (Buck), LED Drivers, PMICs) and a 'By Key Parameter' filter. A secondary window shows a detailed product page for the '3.3V AND 5V POE POWERED DEVICE MAXREFDES31', featuring a circuit diagram, key benefits, and a table of related products. The website header includes the Maxim Integrated logo, navigation links, and a search bar. The footer contains copyright information and social media links.

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# Multiplying and Repurposing Content

Website

E-brief

MAX11300  
PIXI™, 20-Port Programmable Mixed-Signal I/O with  
12-Bit ADC, 12-Bit DAC, Analog Switches, and GPIO

Functional Diagram

The diagram shows the internal architecture of the MAX11300, including an internal reference, a 12-bit multi-channel ADC, a 12-bit multi-channel DAC, a temperature monitor, and a digital-to-analog converter (DAC) in a single integrated circuit. It also features a 20-mixed-signal high-voltage, bipolar ports, which are configurable as an ADC analog input, a DAC analog output, a general-purpose input/output (GPIO), a general-purpose output port (GPO), or an analog switch terminal. The device includes an internal and two external temperature sensors, track junction and environmental temperature, respectively. Adjacent pairs of ports are configurable as a logic-level translator for open-drain devices or an analog switch.

www.maximintegrated.com

Maxim Integrated | 2

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Products: Power, Analog, Interface, Communications, Digital, Hydraulics, All.

MAX11300  
PIXI™, 20-Port Programmable Mixed-Signal I/O with 12-Bit ADC, 12-Bit DAC, Analog Switches, and GPIO  
Industry's First Configurable High-Voltage Mixed Signal I/O Device Allows User-Defined ADC, DAC, or GPIO Functionality.

NEW! NEW SOLUTIONS DESIGN SUPPORT ABOUT US

DESCRIPTION  
The MAX11300 integrates a PIXI™, 12-bit, multichannel, analog-to-digital converter (ADC) and a 12-bit, multichannel, buffered digital-to-analog converter (DAC) in a single integrated circuit (IC). This device offers 20 mixed-signal high-voltage, bipolar ports, which are configurable as an ADC analog input, a DAC analog output, a general-purpose input/output (GPIO), a general-purpose output port (GPO), or an analog switch terminal. One internal and two external temperature sensors track junction and environmental temperature, respectively. Adjacent pairs of ports are configurable as a logic-level translator for open-drain devices or an analog switch.

Custom designs are easily created using the MAX11300 configuration GUI software. Watch this video to learn (Mandarin) how to create a design using the MAX11300 GUI configuration software and the MAX11300 P88 Evaluation Kit.

MAX11300 Functional Diagram

Enlarge

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20-Port Programmable Mixed-Signal I/O w/  
12-Bit ADC, 12-Bit DAC, Analog Switches, & GPIO

DESCRIPTION  
The MAX11300 integrates a PIXI™, 12-bit, multichannel, analog-to-digital converter (ADC) and a 12-bit, multichannel, buffered digital-to-analog converter (DAC) in a single integrated circuit (IC). This device offers 20 mixed-signal high-voltage, bipolar ports, which are configurable as an ADC analog input, a DAC analog output, a general-purpose input/output (GPIO), a general-purpose output port (GPO), or an analog switch terminal. One internal and two external temperature sensors track junction and environmental temperature, respectively. Adjacent pairs of ports are configurable as a logic-level translator for open-drain devices or an analog switch.

BLOCK DIAGRAM

Key Features

- Up to 20 12-Bit ADC Channels, Single-Channel or Differential
- Programmable Sampling Averaging per ADC Port
- Up to 10 12-Bit DACs, Analog with 20mA Current Capability
- 18 12-Bit General Purpose Digital I/O
- Internal or External Voltage Reference for DAC and ADC
- Internal and External Temperature Sensors, 1°C Accuracy
- DAC Analog Switching Capability Between Adjacent Pairs Only
- Ports Configurable with up to Four Voltage Strings within 100 V Voltage

RELATED RESOURCES

- MAX11300 P88 Evaluation Kit
- MAX11300 P88 Evaluation Kit
- MAX11300 P88 Evaluation Kit
- MAX11300 P88 Evaluation Kit

Maxim Integrated  
www.maximintegrated.com

MAX11300  
Finally get programmability for high integration analog applications with the PIXI™ configurable, high-voltage, mixed-signal data converter

Learn more >

MAX11300 Functional Diagram

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GOLDEN MOUSE TRAP AWARDS 2015 WINNER

50 pg. Datasheet

Promotional Banner

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# BrightEdge Drives SEO Focus Across All Touchpoints

Accounts: Groups:

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TUTORIAL 5590

## How to Select the Best Audio Amplifier for Your Design

By: Robert Nicoletti, Applications Manager in the Audio Solutions Group

*Abstract: With the ever changing requirements in the audio market, there have been many advancements in audio amplifier topologies. In order to select the best audio amplifier available and the characteristics associated with them is essential in selecting the best audio amp IC for your application.*

A similar version of this article appears on *EE Times*, April 24, 2013.

### Introduction

An audio amplifier increases the amplitude of a small signal to a useful level, all the while maintaining the smaller signal's detail. This is known as linearity. The greater the amplifier linearity, the more the output signal is a true representation of the input.

With the ever-changing performance requirements for amplifiers in the audio market, there have been many advances in audio amplifier topologies. Consequently, designers must know the types of audio amplifiers available and the characteristics associated with each. This is the only way to ensure that you select the best audio amp for an application. In this tutorial, we examine the most important characteristics of each class of audio amp available today: Class A, Class B, Class AB, Class D, Class G, Class DG, and Class H.

### Class A Amplifiers

The simplest type of audio amplifier is Class A. Class A amps have output transistors (Figure 1) that conduct (i.e., do not fully turn off), irrespective of the output signal waveform. Class A is the most linear type of audio amp, but it has low efficiency. Consequently, these amps are used in applications that require high linearity and have ample power available.

- Pages
- Documents
- Ads
- Images

Read this Next

Eliminating Audible Transients in Audio Systems

Review Featured Products

MAX98357A

MAX98502

Visit the Product Page

Audio

External Backlinks 2.80% 26 HTTP Error 0.22% 2

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# Content Optimizer in Adobe (AEM)

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PRODUCTS  
POWER  
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INTERFACE  
COMMUNICATIONS  
DIGITAL INDUSTRIES  
ALL  
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Maxim > Products > Power

**POWER**

Maxim is a leading supplier of integrated circuits for power and battery management of power conversion and control ICs and our battery management products provide Our products are designed to meet the needs of various applications in industrial, consumer and medical markets.

Drag components or assets here

Group List: Double click here to change columns

Switching Regulators  
Isolated Power  
Charge Pumps  
Linear Regulators  
LED Drivers

Battery Management

Smart Selector: Edit this component to enable it  
Featured Product Carousel: Edit this component to add carousel items

**FEATURED**

Edit this component to set Headline Text

Power Modules  
Simplify your power-supply design with Maxim step-down power modules

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4.1V TO 60V  
VIN  
CN1  
OPTIONAL  
SS  
EP3  
CF  
EPI SGND PGND PGND  
FB

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Checklist Competitors

TOP 10 PAGES IN GOOGLE US

Rank	Page Authority
1	34
2	28
3	23
4	20
5	14
6	13
7	15
8	17
9	12
10	28

ID	System Board
5840	System Board
5815	System Board
5742	System Board
5721	System Board

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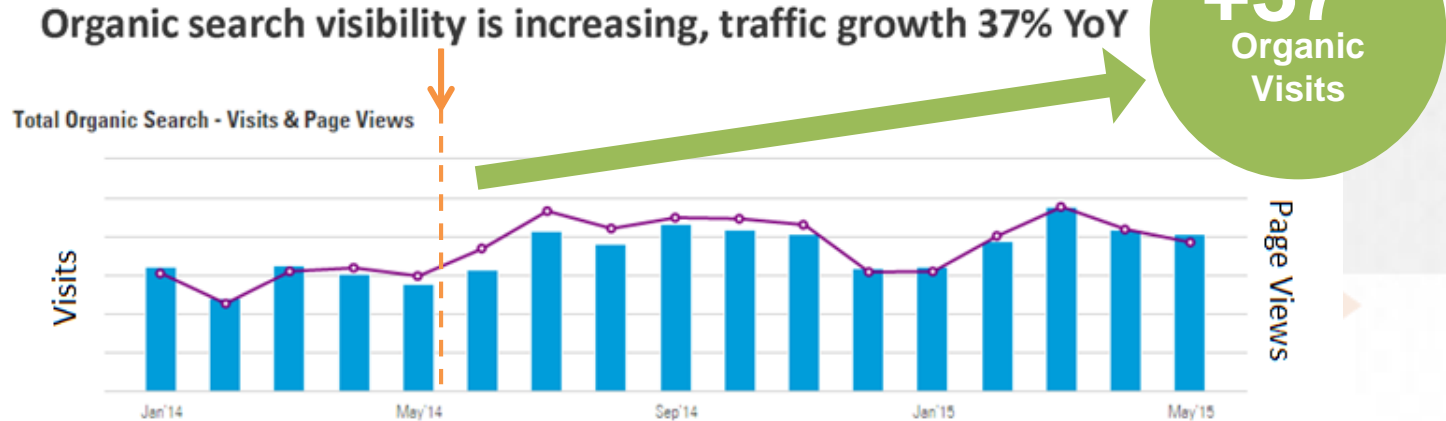
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# Optimizing the User Experience

- Boosted traffic with improved user experience and SEO tactics
- Very successful **new website launch**



Jan - May 2014



Jan - May 2015

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# Points to Consider

- Create a content sourcing process that fosters collaboration
- Leverage and construct architecture to repurpose content
- Provide departmental training about how to define marketing attributes relevant to sourcing content
- Measure and share success results to grow morale and advocate the importance of content optimization

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**Thank You**

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