

Reading signs setting signs

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ddm
hopt+schuler



CARD
READERS



RFID CARD
READERS



TICKETING
SYSTEMS



MINIATURE
SWITCHES

Welcome to ddm hopt+schuler!

designers. developers. manufacturers.

Reading signs. Setting signs.

Technologies and markets change more quickly in the electronics industry than in any other sector. Anyone who wants to stay the course here must be able to read the signs and set the signs. We have been helping to actively shape market development for over 40 years with our globally successful card readers, ticketing systems and miniature switches. Over these four decades we have developed a comprehensive range of products and expertise which makes us one of the leading providers in the sector.

ddm hopt+schuler stands for „designer“, „developer“ and „manufacturer“. Our customers all over the world value our ability to offer a complete service – from individual product design through technical development and on to production in any quantity required.

See for yourself. Over the following pages you will find an introduction to the company, products, services and people at ddm hopt+schuler. Please come in and take a look around.



D FOR DESIGNER

Solutions in the blink of an eye

Our products are as individual as your requirements. As standard.

ddm hopt+schuler has been a development partner to a number of industry leaders for many years and can provide you with individual and innovative solutions. At the same time, we make sure that the process is cost efficient – from idea all the way through to realisation.

Custom-made collection for the highest level of functionality

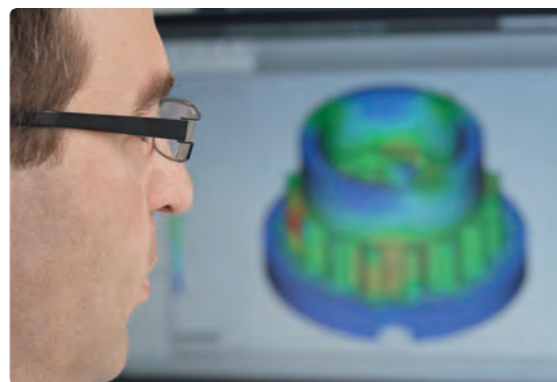
Adaptability is the key. Many of our products are designed so that with just a few well-chosen modifications they can be quickly configured to meet your requirements. For example, our rotary pulse encoder 427: starting with our existing standard module, you define the axis and torque required. Since the axis can also be manually retrofitted, it can be adapted as required. It is a genuine „made-to-measure“ solution.

The most economically efficient route

The latest technologies such as rapid prototyping enable us to take core development steps for new products as well as make adjustments to existing products as needed, all within a few days. The developers at ddm hopt+schuler do not compromise, however. Each adaptation for our customers is carried out with the same care given to the design of a completely new product. And each new development in turn forms the basis for new, economically advantageous solutions.



Encoder 427



Product can be adapted according to your needs



D FOR DEVELOPER

Visions to grab hold of

Cutting edge technologies are our passion. It is not only our customers who profit from this. For some companies, technological development is no more than one strategic task among many. For ddm hopt+schuler it is a way of life – one reason why we are always ahead of the rest.

Ideas are the best raw materials

Cutting-edge developments do not just happen by accident. On the one hand we have the suggestions and requirements of our customers which lead us to seek new approaches to solutions or improved processes. On the other hand it is our own ambition which drives us on to new developments. In both cases we make good use of our wealth of experience and ideas. This leads to the most innovative technologies, and not only in our core fields of production and development. We have even put a lot of thought into the energy supply for our factory premises. Our mix of groundwater,

combined heat and power and photovoltaic electricity saves resources and makes us autonomous in terms of energy – as well as one of the forerunners in environmental matters.

A barely visible advantage

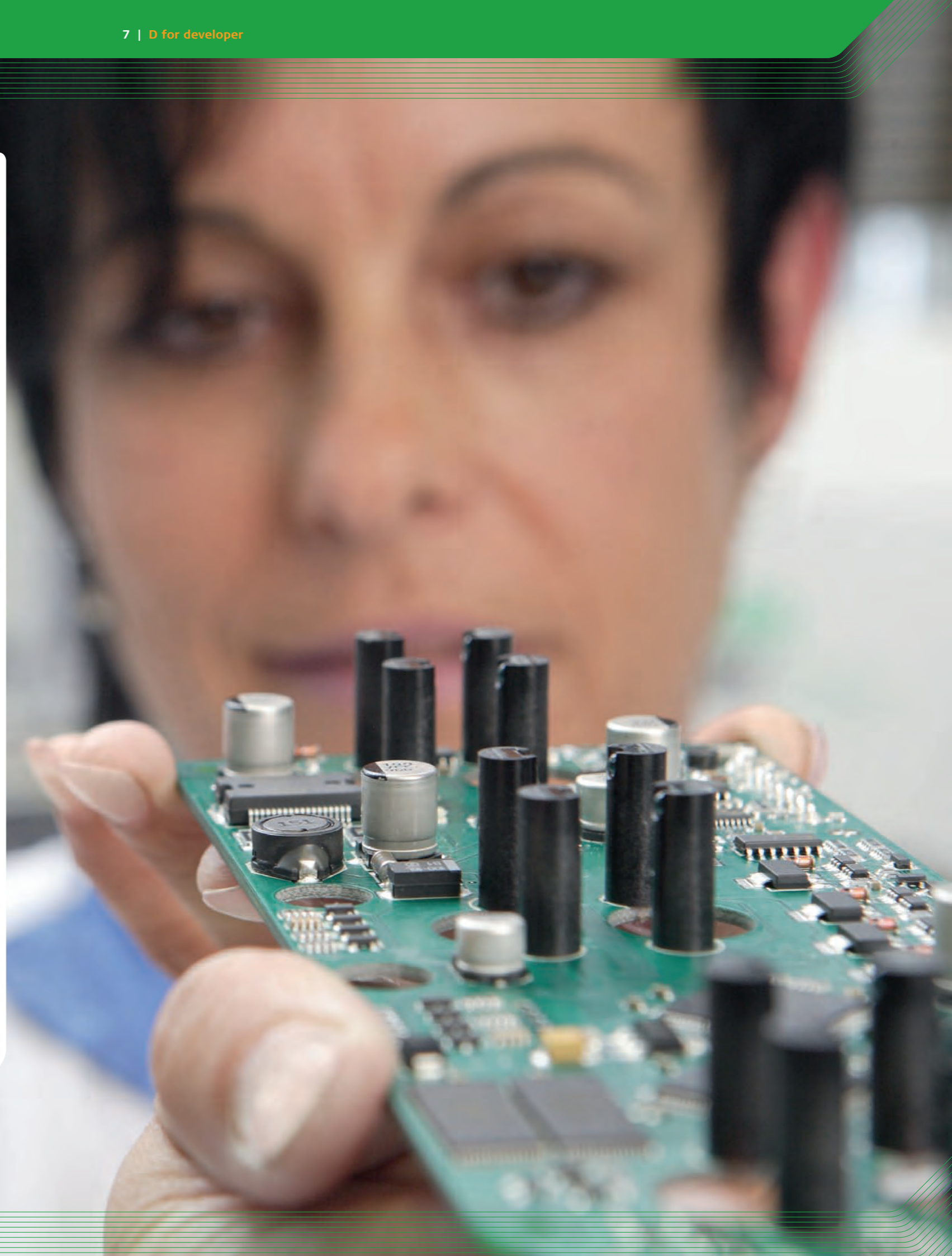
The central challenges in the continuing development of our readers and switches are increasing functional diversity and miniaturisation. We respond to these challenges with solutions which are both technically and visually elegant. Cutting-edge technology with contemporary, functional design – the unmistakable mark of ddm hopt+schuler.



Photovoltaic energy supply



The advance of miniaturisation



M FOR MANUFACTURER

Focus on perfection

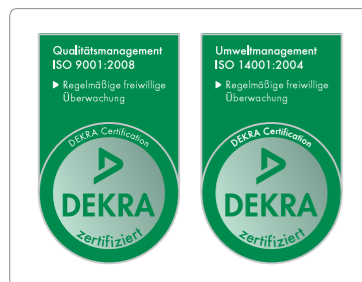
ddm hopt+schuler stands for the highest level of reliability. From one-off items to runs of millions. We successfully complete a huge variety of production quantities and jobs for our customers on a daily basis. Our quality principle however is always the same: any error in the manufacture of our products is an error too many. And the same applies to the way we do business.

Efficient production

We owe our high degree of flexibility to the right combination of automation and human expertise. All production and inspection processes are managed by small, effective teams in a self-reliant manner. This enables us both to produce prototypes and very small production runs quickly and efficiently as well as to achieve first-class productivity in large batch production.

Effective quality control

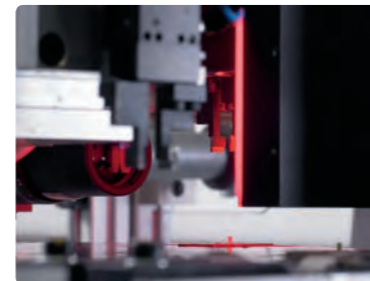
Every product undergoes a strict final inspection before leaving our premises. In order to rule out potential errors in advance we have also documented our entire process chain including all responsible persons in a certified quality management system which complies with DIN EN ISO 9001:2008. A standard which we vastly exceed in practice.



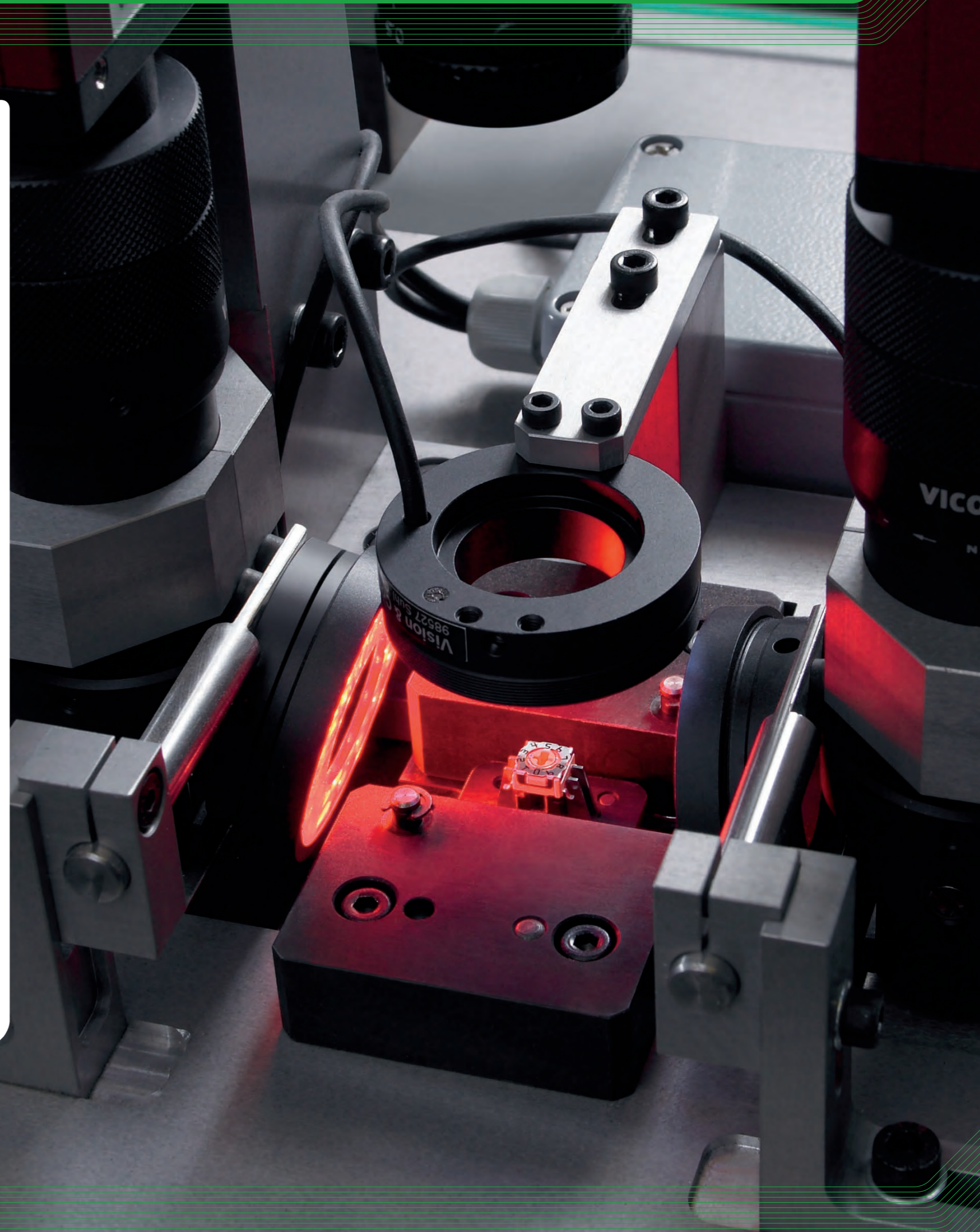
The ddm hopt+schuler production system is certified in accordance with ISO 9001 and ISO 14001.



Automated production processes



Standardised inspection processes





CARD READERS

Small solutions for the transfer of vital information

Swipe your card once – done. Or: insert your card once – done. Or: wave your card once at the reader – done. Bank cards, phone cards, SIM cards – the variety of plastic cards available as information carriers for the „wallet“ has become overwhelmingly significant. And to ensure that the widely varying versions can be read and written in all of their differing formats there are card readers from ddm hopt+schuler. Our card readers transfer data from magnetic cards, chip cards and RFID cards. Of course, we also offer combined devices to read information from both chip and magnetic strip. And each of our devices can be supplied with RFID

capability on demand. ddm hopt+schuler's modular design and flexible production system make this possible.



You will find the complete range of ddm hopt+schuler card readers in our separate brochure.



Hybrid/tribrid card readers



Chip card readers



RFID card readers



Magnetic card readers





TICKETING SYSTEMS

A small key to a big world

Press, print, take ticket, open. Or: card in, card out, open. In short: there are countless ways for you to grant your customers access and at the same time create the basis for billing. There are toll systems with the almost classic paper ticket method. Or you could use a special chip or magnetic card for example, as used in multi-storey car parks, or use an RFID chip which communicates with the base station from a card or from inside a vehicle. In order to configure the perfect solution for you we have designed and developed a modular system. The modules can be modified with the minimum of input and adapted to meet your individual

requirements. The flexible ddm hopt+schuler production system means that we can produce the number of units required in this sector at the best possible price.



You will find the full range of ddm hopt+schuler ticketing systems in our separate brochure.



Ticket dispenser



Payment units



Card dispenser



Transport module





MINIATURE SWITCHES

A small lever to move the world

Switches are some of the most frequently used components in communication between people and machines. Their applications and the requirements associated with them as well as the resulting designs are hugely varied.

In summary: they are fairly small, operate concealed behind an appealing, haptically optimized geometry – and they are made by ddm hopt+schuler. Our miniature switch production facility is able to offer you a wide range of rotary, press, detent, pushbutton, toggle, slide and keylock switches and encoders. They are modular in design and can be easily adapted

to meet your individual needs. The flexible ddm hopt+schuler production system is what makes it possible.



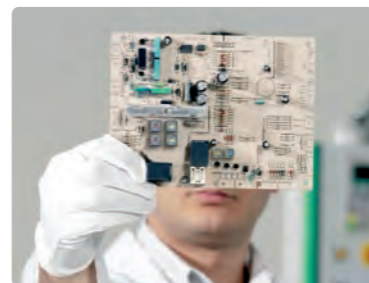
You will find the complete range of ddm hopt+schuler miniature switches in our separate brochure.



Rotary switches



Encoders



Code switches



Slide switches



Pushbutton/detent/toggle switches



Keylock switches



U FOR US

Working together for your success

Here at ddm hopt+schuler our most highly prized company values can not be expressed in figures. Focus on quality, a love of detail and creative curiosity are the founding principles of ddm hopt+schuler. All of them implemented with Swabian attention to detail and a healthy team spirit.

ddm hopt+schuler has been awarded the „TOP JOB“ award four times in a row and can therefore count itself amongst the 100 most attractive medium-sized employers in Germany. We are a family owned and run company with over 40 years of history behind us. Flat hierarchies, flexible team structures and clear agreed goals are the key to our success. They make it possible for each and every one of our employees to carry out their tasks as effectively as possible and visibly contribute to the success of the company. As a result, behind every product, every patent and every innovation created here are professional and highly motivated people.

We don't do things by halves

The Swabian region of Germany is known for diligence and precision, something which characterises our production centre in Rottweil, 100 km south-west of Stuttgart. This applies to our own employees as well as to those of our suppliers and partners. Countless companies from the electronics and mechanical engineering sectors have given rise to a unique culture of creative innovators, thinkers and lateral thinkers. A problem is only considered as solved here once the best solution has been found.

And that is precisely our philosophy.



Ingrid Weiß, Staff and accounting



Jakob Spät, Sales



Martina Seemann, Production

Trust, reliability, loyalty, collegiality and openness are no pipedream for us. They are the company culture that we live every day.



COMPANY & HISTORY

Small products with a big effect

40 years of progress, made in Germany

ddm hopt+schuler has played a decisive role in the development of card reading devices and switches as well as in their increasing miniaturisation. After all, we are very big in small things.

Let us take a look back: The Mercedes-Benz C 111 was the first car to be developed completely on a computer. At that time, computers still operated with punch cards and were equipped with ddm hopt+schuler punch card readers. So we played a significant role in the success of this historic project. We recognised the potential of this technology and have been unwavering in the development of card reading devices.

The result: Today we are the leading innovator. The proof is in the numerous patents for our cutting-edge solutions in all areas of technical life. Our standard modules are designed so that with just a few modifications they can be

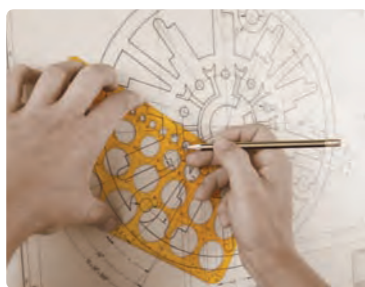
quickly adapted to meet your individual requirements.

Global player from Baden-Württemberg

As an internationally successful electronics specialist, we chose our location in Rottweil on the edge of the Black Forest very carefully. After all, the basis for reliable electronics has always been precision engineering which has a very long tradition in the south of Baden-Württemberg. Here we have all the right suppliers on our doorstep: from tool production through to semi-finished products and electroplating all the way on to electronics, electromechanics and mechatronics. And the people here have the right attitude too.



Former company building



Product development in the 70s



The ddm hopt+schuler building today

