



SANMINA-SCI®

Playaway®

Half the thickness of a deck of cards, the Playaway® looks like a mini hardcover and sells for the same price as a CD audio book.

Customer Name – Findaway World

Product Highlight – Playaway – the first self-playing audio book

Industry Segment – Multimedia & Consumer

Manufacturing Location – United States & Guadalajara, Mexico

Challenge

Get to market in time for the holiday season. A total of 75,000 units needed to be shipped to the warehouses of Borders®, Barnes & Noble®, Office Max® and Wal-Mart® with an end of September deadline. Companies now develop consumer electronics in far less time. The situation was no different for Findaway.

Solution

Sanmina-SCI® made an unwavering commitment to produce, package and deliver the Playaway to retailers' distribution warehouses by late September. Sanmina-SCI directed the development work to multiple centers, including one in Calgary, Canada, for the plastics and tooling work; one in Phoenix, Arizona, for PCB layout; and one in Huntsville, Alabama, for test development. Guadalajara, Mexico, was selected for final system assembly.

Results

Successful product delivery and launch into the U.S. market. Findaway and Sanmina-SCI are currently gearing up for the next-generation Playaway and have enjoyed national press, including a feature technology article in *Forbes*. The first shipment generated \$2.5 million in revenue.

Sanmina-SCI Partners With Findaway to Design, Manufacture and Ship Digital Audio Book Player at Breakneck Pace to Make Holiday Season

From finished design to out-the-door in nine months, the Playaway entered the iPod-created mania digital audio marketplace by becoming the world's first digital audio book player to hit stores for the 2005 holiday season. The founding partners at Findaway were not experienced gadgetmakers, but had the right talent to be successful. The race began in August 2004, with the filing of two patents. Findaway then hired a Columbus, Ohio, design firm in October to work up a prototype, and a month later it brought in IDEO to complete the industrial design. Findaway then started its search for a contract manufacturer, selecting Sanmina-SCI as the sole EMS provider in February, to design, test, manufacture and ship the Playaway product into the United States.



“I give Sanmina-SCI massive amounts of credit to the whole speed-to-market challenge. There was a dedicated area at the plant to manufacture our product and when Sanmina-SCI needed to create more space, they literally started taking down walls to make more room and generate more volume.”

— **Christopher Celeste**
Founder, Findaway



San Francisco International Airport (SFO)

From Concept to High-Volume Manufacturing in Six (6) Months

The Playaway project involved a very steep production ramp in Guadalajara, Mexico. With such an aggressive timeline, the development work was directed to several operation centers:

- Huntsville, Alabama (test development, manufacturing equipment and PCBs)
- Phoenix, Arizona (quality testing and PCB layout)
- Calgary, Canada (mechanical design, plastics and tooling)
- Wuxi and Shenzhen, China (volume PCBs, initial plastics and tooling)
- Fountain, Colorado (electrical/software support and design)
- Guadalajara, Mexico (high-volume manufacturing and assembly)
- Turtle Lake, Wisconsin (initial plastics and tooling)

It is unique within the EMS industry to ramp a product with high volume in only six months. As a result, there were many obstacles that needed to be assessed, experienced and overcome each step of the way. Sanmina-SCI wanted to be honest with the customer and set realistic expectations. With an aggressive schedule, we estimated production to begin in mid-November. Obviously, Findaway expressed concern around this schedule and requested a faster time-to-market strategy. Sanmina-SCI listened to the needs of Findaway and developed a more aggressive timetable.

The plan developed called for manufacturing 5,000 units a day. As production began, we realized more manufacturing capacity was required in our Guadalajara facility. We literally took down walls to make room for production to improve the workflow and the rate shot up to 6,000 per day. The strategy was a success. On September 30, the first truck left Guadalajara with 56,000 Playaways headed to the Borders® warehouses in California and Tennessee, and additional units to warehouses of Barnes & Noble® and Office Max®.

Previous Experience Plays a Critical Role

We knew from the onset that Sanmina-SCI would create a collaborative partnership with Findaway and develop a go-to-market strategy that would be conducive to the product's success.

About Sanmina-SCI®

Sanmina-SCI® Corporation is a leading Electronics Manufacturing Services (EMS) provider focused on delivering complete end-to-end manufacturing solutions to technology companies around the world. Sanmina-SCI's service offerings include innovative product design and engineering, test solutions, manufacturing, IT expertise, logistics and post-manufacturing repair/warranty services. Sanmina-SCI is recognized as a technology leader with major global operations in over 19 countries and on five continents.

Visit www.sanmina-sci.com for more information.

Total Manufacturing Solution

“Our biggest concern in choosing a company of the scale of Sanmina-SCI was their ability to embody the mentality of Findaway – feet on the floor and quick changes on the line. Sanmina-SCI was able to do that. In the six weeks of manufacturing from pilot to finish, Sanmina-SCI continued to meet challenge after challenge. There was no way they were going to let failure be an option,” concludes Celeste.

Sanmina-SCI's extensive experience includes:

- PC manufacturing requiring many different configurations
- Downloading and registering software into devices
- Industry-leading build-to-order (BTO) and configure-to-order (CTO) expertise
- Direct-order shipping leadership
- RoHS and WEEE compliance services
- More than 18 years of manufacturing experience in Mexico

Indeed, the Playaway is another successful example of Sanmina-SCI's ability to deliver on our core value proposition that ties the customers' bottom line and profits to Sanmina-SCI's success.

Design and JDM Leadership

- Cost reduction engineering
- NPI gateway strategy
- Design collaboration – Contract Design Manufacturing (CDM) and Joint Design Manufacturing (JDM) models for all market sectors

Manufacturing Leadership

- Complete end-to-end manufacturing solutions from design to logistics
- Local and lower-cost manufacturing solutions
- Build-to-order (BTO) and configure-to-order (CTO) leadership
- Advanced supply chain management
- Post-manufacturing solutions
- Best total cost and quality in EMS industry

Customer Knowledge

- Technology leadership in the EMS industry
- Focus on dedicated end markets
- Passion for our customers
- Easy-To-Do-Business-With approach
- Decision made in minutes and hours, not weeks and months

