



## **FTDI Chip Signs Distribution Deal with Electronic Source to Address the Thai Market**

Looking to further expand its global reach, FTDI Chip has announced that it will, with immediate effect, be represented in Thailand by local distributor Electronics Source Co. Ltd. The company, which is headquartered in Bangkok, will forthwith supply the full gamut of FTDI Chip's product range, spanning across its USB, MCU and display offerings.

With an extensive sales network, a comprehensive line card and an ever growing customer base, Electronics Source is the largest electronic components distribution firm in Thailand. It has been trading within the Thai electronics sector for over three decades and relies on a highly motivated, well-educated and experienced workforce of 155 people. Among the products it provides are DC-to-DC converters, power management ICs, light sensors, analogue-to-digital converters, RF devices, test equipment, touch displays, memory chips, digital ICs and discrete components. Its engineering staff can deliver in-depth technical support and valuable application focussed advice, so that the right purchasing decisions are made.

As FTDI Chip CEO and Founder Fred Dart explains, "Maintaining a strong and totally reliable supply chain throughout Asia is critical for us at FTDI Chip, since the continent is a major contributor to the success of our business operations. It presents countless prospects for inclusion of our innovative technology into a wide variety of new system designs. By partnering with Electronics Source we will be able to ensure that the needs of Thai electronics engineers specifying our products are completely met."

“FTDI Chip is a key addition to our portfolio,” states Mr. Kaelic Amatanont, CEO at Electronics Source. “With its high quality semiconductor solutions, backed by our unrivalled knowledge of the Thai market and our team’s rapid responsiveness, this is certain to be a winning combination.”

### **About FTDI Chip**

FTDI Chip develops innovative silicon solutions that enhance interaction with today’s technology. Through application of its “Design Made Easy” ethos, the company is able to support engineers with highly sophisticated, feature-rich, robust and simple-to-use product platforms. These enable creation of electronic designs with higher performance, fewer peripheral components, lower power budgets and diminished board real estate.

FTDI Chip’s long-established, continuously expanding Universal Serial Bus (USB) product line boasts such universally recognized product brands as the ubiquitous R-Chip, X-Chip, Vinculum, and H-series. As well as host and bridge chips, it includes highly-integrated system solutions with built-in microcontroller functionality. The company’s Embedded Video Engine (EVE) graphic controllers each pack display, audio and touch functionality onto a single chip. The unique, more streamlined approach utilised by these ICs allows dramatic reductions in the development time and bill-of-materials costs involved in next generation Human Machine Interfaces (HMIs) implementation. FTDI Chip also provides families of highly differentiated, speed-optimised microcontrollers with augmented connectivity features. These application oriented controllers (AOCs) are targeted at key areas where they add value via their elevated processing performance and increased operational efficiency.

FTDI Chip is a fab-less Semiconductor Company, partnered with the world’s leading foundries. The company is headquartered in Glasgow, UK, with research and development facilities located in Glasgow, Singapore and Taipei (Taiwan), plus regional sales and technical support sites in Glasgow, Taipei, Portland (Oregon, USA) and Shanghai (China).

For more information go to <http://www.ftdichip.com>

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