

FTDI Announces Appointment of New Distributor in China

China (Shanghai), 22nd May, 2014 – FTDI Chip – is pleased to confirm the Shanghai Jing Xi Electronics Information System Company Ltd as its latest distribution partner in China. It will forthwith market FTDI Chip's embedded video engine (EVE) graphic controller and microcontroller unit (MCU) products in the region, as well as offering comprehensive technical support.

Shanghai Jing Xi has built up a very strong reputation, outperforming rival operations. It has been providing sales and service excellence to the consumer, automotive and industrial electronics sectors in China for over 20 years. The expertise it offers in engineering and qualified sales has enabled it to win high profile contracts across a very broad customer base and generate considerable revenue for the component manufacturers it works with. The company has a network of sales office locations that gives it a presence over most of the main cities in China.

“The Chinese market is one that is of prime importance for FTDI Chip's innovative USB, display and MCU products, presenting huge opportunities to show the true value of the company's 'Design Made Easy' philosophy to the electronics design community. The appointment of Shanghai Jing Xi assures that China-based customers of FTDI Chip's total commitment to provide superior pre-sale, design, logistics and after sales service,” states Fred Dart, FTDI Chip CEO and Founder of FTDI Chip.

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>