

FTDI confirms Yosun as distribution partner for South East Asian territory

New deal addresses needs of OEM & EMS firms in rapidly emerging markets

USB solutions specialist Future Technology Devices International Limited (FTDI) has further strengthened its commercial presence in Asia Pacific by signing a distribution deal with Yosun Industrial.

Yosun, one of Asia's largest electronics distribution operations, will represent FTDI forthwith in Taiwan, Malaysia, Thailand and Singapore. This new distribution partnership will give engineering and procurement staff in these countries better access to FTDI's chips, cables, development modules and supporting software, for quick and cost effective implementation of USB-enabled embedded systems.

Headquartered in Taipei, Yosun has over 700 employees and a network of sales offices across the entire Asian continent. With immediate effect, it will market the full portfolio of FTDI products. This includes USB converter ICs and cables that allow connection to legacy RS232, RS422, RS485 and CAN-based serial interfaces, the Vinculum and Vinculum-II USB 2.0 Host/Device controller ICs with on-chip processing functionality, the Morph-IC-II module for USB reconfiguration of FPGA-based system designs and the Arduino-inspired Vinco development platform.

"USB connectivity has now become a foundation of embedded system development and FTDI is establishing itself as the silicon manufacturer of choice within this space. To ensure that we have highly efficient sales channels in place across the globe, we have endeavoured to work with each region's top distributors," states Fred Dart, Managing Director of FTDI. "Yosun has a strong reputation for serving the South East Asian design community and we are confident that its highly motivated and professional workforce will be successful in unlocking the full potential for FTDI's products here."

For more information on the FTDI product portfolio go to:

<http://www.ftdichip.com/FTProducts.htm>

About FTDI

Future Technology Devices International (FTDI) specialises in the design and supply of silicon and software solutions for the Universal Serial Bus (USB). FTDI offers a simple route to USB migration by combining easy-to-implement IC devices with proven, ready-to-use, royalty-free USB firmware and driver software. The company's single and multi-channel USB peripheral devices come with an easy-to-use UART or FIFO interface. These popular devices can be used in legacy USB-to-RS232/RS422 converter applications or to quickly interface an MCU, PLD, or FPGA to USB. A wide range of evaluation kits and modules are available to evaluate FTDI's silicon prior to design-in. Vinculum is FTDI's brand name for a range of USB Host/Slave controller ICs that provide easy implementation of USB Host controller functionality within products and use FTDI's tried and tested firmware to significantly reduce development costs and time to market. FTDI is a fab-less semiconductor company headquartered in Glasgow, UK with R&D centres in Glasgow and Singapore and has regional sales offices in Oregon, USA, Shanghai, China and Taipei, Taiwan.

More information is available at <http://www.ftdichip.com>

Regional sales offices and distributor lists are available
<http://www.ftdichip.com/FTSalesNetwork.htm>

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