

Fremont Micro Devices Appoints Novatec as Sales Representative

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Novatec, is a manufacturer's representative of active and passive electronic components. They offer customers in Southern Europe local sales, design and applications support.

Fremont Micro Devices USA Inc., a global leader in the design and manufacture of Serial EEPROM and energy efficient power management integrated circuits, today announced that Novatec SA di Ordazzo Anna & C headquartered in Torino, Italy has been named to represent their Integrated Circuit product line in Southern Europe. This addition to the FMD Distribution network continues to affirm its strategic initiative of providing customers with easy access to their broad offering of semiconductor solutions. Novatec has a franchise to sell and support Fremont Micro Devices non-volatile memory and the power management product portfolio of DC/DC controllers and LED driver solutions to OEM's in a wide range of information technology, commercial and consumer markets in Europe. "Novatec was chosen as our Sales Representative, because the Company and its Partner T2 Engineering Italy is focused on demand creation and has a strong design capability including DSP, FPGA, Micro Controllers and Complete Hardware and Software solutions. The nature of the electronics market and its complexity demand a high level of flexibility and teamwork across national borders. Working with OEMs Novatec has developed the capacity to create the connections vital to meet the needs of international design and demand fulfillment." said Jim Panfil, Vice President of Sales at Fremont Micro Devices USA. "Novatec is an important addition to our International sales channel. They are able to provide local sales design and applications support in Southern Europe." He added.

Contact

Fremont Micro Devices USA, Inc.
42982 Osgood Road
Fremont, CA 94539
Phone 510-668-1321
<http://www.fremontmicrousa.com>
Contact: shumin.panfil@fremontmicrousa.com

About Fremont Micro Devices USA Inc.

Headquartered in Fremont, CA, Fremont Micro Devices USA, Inc. (www.fremontmicrousa.com) Fremont Micro Devices is a semiconductor supplier and integrated circuit design house. It has quickly become a leader in non-volatile memory products and high efficiency power management solutions. FMD was founded in Fremont, California in 2003 and its products are offered through a global network of sales representatives and distributors in Europe, North America and Asia. FMD recently announced the cumulative shipment of four (4) Billion Serial EEPROM IC's. The key members of the management team have extensive product development, design, finance and sales experience with leading Silicon Valley semiconductor companies.