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NEWS RELEASE

CamSemi opens sales and application design centre in Taiwan

CamSemi has announced today the opening of a sales office and application design centre in Taiwan that will be instrumental in growing the company's customer base and sales within the Asia region.

The new office, located in the Neihu district of Taipei and close to many of the world's leading power supply manufacturers, is expected to take a lead role in securing further design-ins and revenue growth for CamSemi's first products: the C2470 family of mixed signal controller ICs aimed at the linear power supply replacement market.

CamSemi's new dedicated facilities, which include a power supply design laboratory for the development and support of customer designs, were formally opened by David Baillie, CEO at an opening event for local media, regional distributors and commercial partners.

In his keynote address, David Baillie highlighted the central role that Taiwan now plays in the global market for power conversion products by saying: "Taiwan is a centre of excellence for power supply design and manufacture so it was always part of our vision to establish CamSemi's first regional sales office and application design centre here. There are more power supply companies headquartered here than anywhere else in the world and, with our local office offering technical support and design services, we are now perfectly placed to take advantage of the considerable market interest and opportunity for our existing and future products."

"Taipei is the perfect hub for all our commercial operations in the Asia region. It provides access into the Greater China market but is also within easy reach of our growing number of customers and sales partners in Japan, Korea and the south-east Asia region," said Kent Feng, director of Asia sales for CamSemi.

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Initially CamSemi's Asian office will be staffed by a team of four but the company has an ambitious development strategy with plans to create and fill a number of additional application engineer and other new positions over the next few months. The office is being managed by Kent Feng who joined the company earlier this year from his previous position as head of Asia Pacific sales for the power products group at Microsemi.

Notes for editors

About CamSemi

CamSemi is the emerging leader in power management ICs to enable low cost, more energy-efficient AC:DC offline power conversion. The company's unique products and approach can help manufacturers develop smaller, more energy-efficient products to meet Energy Star and related worldwide standards while cutting their design timescales and system costs.

CamSemi's first products, the C2470 family of mixed signal controllers, target the replacement of linear power converters in price sensitive, high volume consumer electronics. These unique controllers offer the size, efficiency and no-load consumption benefits of more expensive switched-mode approaches but at low cost. All products are based on the company's portfolio of patented, proprietary technologies which includes intelligent control architectures and PowerBrane™ to allow near-ideal switching performance of power devices such as IGBTs and MOSFETs.

For further information please refer to www.camsemi.com

CamSemi is backed by a strong investor syndicate led by 3i and including Scottish Equity Partners, TTP Ventures and The Carbon Trust. CamSemi, the CamSemi logo and PowerBrane are UK-registered trademarks of Cambridge Semiconductor Ltd.

Press enquiries

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Photography

A print ready JPEG of the image below is available from CamSemi on request:



Kent Feng joined CamSemi earlier this year as director of Asia sales and will run the company's newly opened Asia sales and application design centre in Taipei.

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