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NEWS RELEASE

CamSemi opens Korea business development office

CamSemi has today strengthened its commitment to the Korean market by opening a dedicated business development and application design centre in the Bundang-GU district of Gyungg-Do, Seoul.

The new office will be instrumental in growing the company's customer base and sales in Korea and houses meeting rooms and a development laboratory, as well as CamSemi's recently established local team of application engineers. The office is close to many major CamSemi customers and is being run by Seungjib Hong, who joins as Korea country manager. Seungjib brings more than 26 years' semiconductor experience into CamSemi including senior sales and application engineering roles with STMicroelectronics, Power Integrations and iWatt, plus a seven year period managing his own Korean sales rep company.

"CamSemi is delighted Seungjib has decided to join to help ramp up our activities and support for Korea. We have been working closely with several customers in the region over the last few years but with our new office and local application engineering team we can now provide an even faster response and improved support for customers in the region," said John Miller, VP sales at CamSemi.

In addition to opening the new office, CamSemi is now able to provide all key technical support documents in Korean. For further information please email korea@camsemi.com

Notes for editors

About Korea

Korea is a major market opportunity for CamSemi and has been essential in focusing worldwide attention on the urgent need for more energy-efficient power conversion products.

In December 2008, Korea-based LG and Samsung - two of the world's top mobile phone brands - joined forces with Sony Ericsson, Nokia and Motorola to announce a new 5 star rating scheme for mobile phone chargers [see en.wikipedia.org/wiki/No_load_power for more information]. CamSemi's C2160 PSS controller family was then specifically developed and launched in July 2009 to enable manufacturers for the first time to develop 5 star rated chargers, with no-load power consumptions of less than 30 mW but without compromising any other performance spec.

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About CamSemi

CamSemi is the emerging leader in power management ICs for optimised energy-efficient off-line power conversion. The company's unique solutions and approach can help manufacturers of mains-powered electronics develop smaller, lighter and more energy-efficient products while also reducing their design timescales and system costs.

The company was founded to bring to market a new generation of sophisticated power management ICs that help manufacturers more easily meet the world's increasing demand to save energy but at acceptable cost. CamSemi's products are based on its portfolio of patented and proprietary technologies including intelligent control architectures and PowerBrane® ultra high voltage (UHV) process technology. These breakthrough approaches can benefit multiple markets, although initial products are targeted at the switch mode power supply and lighting sectors.

Further information at www.camsemi.com

Press enquiries

- All media enquiries or requests for supporting images should be directed to Simon McKay on +44 (0)1353 741075 (desk); +44 (0)7810 795035 (mobile or after hours) or by email simon.mckay@camsemi.com

Photography



CamSemi's new Korea business development office is being run by Seungjib Hong – shown above left [with the yellow tie] alongside Jacob Kim, one of the company's team of Korean FAEs. Seungjib brings more than 26 years' semiconductor industry experience into CamSemi including a seven year period managing his own sales rep company.

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