

Ericsson Power Modules signs distribution agreements to strengthen customer support

As part of its program to strengthen local support, gain a closer understanding of customers' culture and language, and as part of its ongoing strategy to achieve the highest levels of communication and service, Ericsson Power Modules has signed distribution agreements with European distributors Ultimate Renaissance and the French power expert BM Energie.

“The combined expertise in the field of power supplies and energy management of Ultimate Renaissance and BM Energie will add significant value to Ericsson Power Modules' products and services to a broad range of customers” said Jan Sandström Distribution manager at Ericsson Power Modules.

Under the agreements, Ultimate Renaissance will support Ericsson Power Modules' sales in Italy, France and Spain, serving global customers and expanding demand creation in many of the market segments addressed by EPM's products portfolio, while, by its specificity BM Energie will support industrial and computerized applications, without excluding demand creation in other business areas.

“By the nature of the industry in Southern Europe, and the extension of Ericsson Power Modules' portfolio to Intermediate Bus Architectures and its strong development of a broad range of POL (Point Of Load) products, both distributors will contribute to increase the level of support to all of Ericsson Power Modules' customers moving forward on the next generation of power management.” Said Patrick Le Fèvre, Marketing Director at Ericsson Power modules. “It is exciting to be to moving forwards with Ultimate Renaissance and BM Energie and I feel very confident that our customers will appreciate their expertise and long term investment in the power industry.

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.

FOR FURTHER INFORMATION, PLEASE CONTACT

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About Ericsson Power Modules

Ericsson Power Modules is a supplier of world-class DC/DC power modules for distributed power architectures. With its global design, development, manufacturing and sales network Ericsson Power Modules is a leading supplier of power solutions to meet the customer demand for high performance.

About Ultimate Renaissance

Founded in 1996, the UR Group is a leading European sales organization for High Tech electronic components and subassemblies for embedded system solutions. UR adds critical technology know how, embedded systems expertise and resources to help its customers to define, design and manufacture embedded system applications serving their global markets and growth strategy. With the UR business model and the unique mix of a High Tech portfolio the UR Group brings a strategic advantage both to our Principals as well as our customers, enabling both to more quickly turn ideas and concepts into designs and profitable, competitive solutions.

About BM Energie

Founded in 1995, BM Energie specializes exclusively in the sales and support of modules and equipment for power conversion including AC/DC, DC/DC and combined solutions. Based on a business model focused on providing turnkey solutions to its customers, BM Energie has forged its reputation on ten years of close relationships with French customers, and having developed a high level of technical competence to support Pericom and industrial applications such as process control, test and monitoring, instrumentation and many others.