

# **Allied Electronics chosen by FTDI as distribution partner**

## ***New agreement put in place for North America***

USB solutions specialist Future Technology Devices International Limited (FTDI) has bolstered its sales presence across the North American continent, by signing a distribution deal with Allied Electronics. It means that engineers in the region will have the in-depth technical support and short delivery times needed when specifying and sourcing FTDI products so they can incorporate USB functionality into their designs.

Headquartered in Fort Worth, Texas, with a network of fifty sales offices across the United States and Canada, Allied Electronics is one of North America's largest and longest established distributors of electronics components and electromechanical products. Its expansive online catalogue features a portfolio of 1.7 million different products.

FTDI's range of USB connectivity solutions is the broadest in the industry. It includes USB converter chips and cables for connecting with legacy RS232, RS422, RS485 and CAN-based serial interfaces, the Vinculum and Vinculum-II USB 2.0 Host/Device controller chips with high performance integrated processor cores, the Morph-IC-II module for reconfiguring FPGA-based embedded systems via USB and the Arduino-inspired Vinco development platform – which now features in the Google Android Open Accessories Development Kit (ADK).

“With North America being a vital part of FTDI's business, as a large proportion of design activity emanates from there, the quality of the distribution partners we engage with in this territory has to be of the highest order,” Damon Barsuglia, FTDI's Distribution Sales Manager for the Americas, comments. “Allied Electronics has a proven track record as a highly proficient outfit with the ability to get results. We expect it to work very effectively in tandem with our direct sales operations.”

For more information on the FTDI products stocked by Allied Electronics go to:

<http://www.alliedelec.com>

**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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