

SiTel Appoints Uniquet as Primary Distributor for Korea

SiTel Semiconductor has selected Uniquet as its primary distributor for the Korea VoIP and IP-DECT Market

October 14, 2009 (FPRC) -- 's-Hertogenbosch, The Netherlands, – SiTel Semiconductor today announced that it has appointed Uniquet as its primary distributor for the Korea region. By collaborating with a strong local partner, SiTel reinforces its commitment to customers in this region by offering a competitive solution for the fast growing IP-DECT market with focused regional support.

'Having a focused distributor in Korea enables us to offer the best local support to VoIP and DECT customers in this territory,' said HK Teoh, Asia Pacific Regional Manager at SiTel. 'As one of the country's top distributors with broad coverage and good relationships with Korean telecommunication companies, our alliance with Uniquet strengthens our investment in this key geographical region'.

Uniquet's technical expertise was an important factor in the appointment. The focused distributor is renowned for its outstanding technical capabilities and excellent knowledge of DECT and VoIP products. Their field application team is composed of skilled engineers who have the expertise to develop innovative new technologies and have a thorough understanding of local market demands.

'Collaborating with a team that is driving product developments gives us a competitive edge in the exploding Korean telecom market,' explained Don Cho, Sales VP and CMO at Uniquet. 'SiTel's position as the premier chipset provider for DECT and VoIP applications makes it easier for us to offer innovative products that are attractive to customers. A good example is SiTel's SC14452, the 'greenest' VoIP IC in the world.'

For an environmentally conscious society like Korea, SiTel's 'Green VoIP' portfolio is a good fit since it delivers the lowest power consumption in VoIP applications. Korea's VoIP market is growing very rapidly with companies in the region projecting 100% year-on-year growth in terms of deployment. Therefore, solutions that reduce both system and operating costs are very appealing.

About SiTel Semiconductor BV

SiTel Semiconductor BV was established in June 2005, following a management buy-out from National Semiconductor Corporation. Headquartered in 's-Hertogenbosch, The Netherlands. SiTel is a fabless IC manufacturer with design centers in The Netherlands and Greece along with regional sales offices in Hong Kong, Japan and the U.S. The company specializes in the design, manufacturing and marketing of high-performance CMOS solutions for digital cordless and corded communication and is the world's number one DCT supplier for cordless voice, real-time data and VoIP.

For more information, visit www.sitelsemi.com

Please find our full press release at:

http://www.sitelsemi.com/news/press-releases/14102009/14_October_2009_-_SiTel_appoints_Uniquiest_as_primary_distributor_for_Korea.html

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About Uniquiest

Established in 1993, Uniquiest Corporation is a leading-edge semiconductor solutions provider in Korea. Focused on creating demands and providing innovative solutions to the market, the current line includes IDT, Atmel, Audience, Intel, Silicon Labs, and Altera.

For more information about Uniquiest Corporation, visit www.uniquiest.co.kr

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