



## **FTDI Chip Strengthens its Position in the Japanese Market through Arrow's Chip One Stop Operations**

**Glasgow, Scotland – May 16, 2013** – FTDI Chip, has expanded its distribution agreement with Arrow Electronics, Inc. in order to gain greater supply chain traction in Japan. The Arrow company Chip One Stop will henceforth supply FTDI's complete portfolio of USB interface products, plus its new EVE graphic controller products, to design engineers and purchasers in the region.

Chip One Stop is a leading on-line distributor of electronics components in Japan. Partnering with major electronic components manufacturers, it offers a highly efficient, comprehensive, time-saving web-based one stop shopping service. With close to 140,000 registered users, the company's e-commerce facilities allow customers to access valuable data on selected stocked component parts and subsequently make orders.

“Japan is a key market for us, both in terms of our well established solutions for USB connectivity and our recently introduced offering for more cost-effective, high quality TFT display system designs,” said Fred Dart, CEO of FTDI Chip. “By working with Chip One Stop, we will have a much greater presence there and will be better able to address local customer requirements.”

## **About FTDI Chip**

FTDI Chip specialises in the design and delivery of advanced silicon and software solutions. The company focuses on providing engineers with feature-rich, easy to use, robust products that will speed to market and reduce development costs. Widely recognised for its broad portfolio of Universal Serial Bus (USB) products, FTDI Chip can offer a simple route to USB migration by combining easy-to-implement ICs with proven, ready-to-use, royalty-free firmware and driver software. It has everything from simple bridge devices for converting USB from RS232, RS422, RS485, I<sup>2</sup>C, SPI, etc, to highly integrated system solutions with built in microcontrollers and sophisticated development platforms.

FTDI Chip has now further expanded its “made easy” philosophy, with the addition of simple to use display controllers that combine display, audio and touch functionality in a single compact package with accompanying development software, for creating Graphic User Interfaces (GUIs) suitable for a wide variety of low-power microcontrollers.

FTDI Chip is a fab-less semiconductor company, headquartered in Glasgow, UK, with research and development facilities located in both Glasgow, Singapore and Taipei, Taiwan, plus regional sales and technical support sites in Glasgow; Portland, Oregon, USA; Shanghai, China; and Taipei.

More information is available at <http://www.ftdichip.com>

Regional sales offices and distributor lists are available at <http://www.ftdichip.com/FTSalesNetwork.htm>

### **For further information and reader enquiries:**

Fiona Campbell - Future Technology Devices International Limited

Unit 1, 2 Seaward Place, Centurion Business Park, Glasgow, G41 1HH, UK

Tel: +44 (0) 141 429 2777 Fax: +44 (0) 141 429 2758

E-mail: [marketing@ftdichip.com](mailto:marketing@ftdichip.com)

### **Issued by:**

Mike Green - Pinnacle Marketing Communications Ltd

Tel: +44 (0)20 84296543

E-mail: [m.green@pinnaclemarcom.com](mailto:m.green@pinnaclemarcom.com)

Web: [www.pinnacle-marketing.com](http://www.pinnacle-marketing.com)

**May 2013 Ref: FTDIPR30 Chip One Stop**