

PRESS RELEASE, MAY 2014

EMBEDDEDIC EXPANDS CUTTING-EDGE FLEXIBLE TECHNOLOGY PRODUCTS AND SERVICES INTO ASIA-PACIFIC REGION WITH RECENT BUSINESS WINS

This recent move into the Asia-Pacific market is a response to regional demand for new types of embedded electronic products available in flexible and ultra-thin formats. EmbeddedIC has unique expertise in this field. This combined with their ability to offer solutions to the high entry barriers facing market new comers, has acquired them new customers in 2014 – including those in the Asia-Pacific region. These customers have selected EmbeddedIC to be their engineering subcontractor (at ODM model) for their most innovative products.

EmbeddedIC is an emerging innovator in high-end embedded electronic technology pioneering the use of flexible, thin and power efficient electronic platforms in a broad range of industry sectors.

The organisation has extensive knowledge and experience in covers, card packaging, Smartcards, flexible electronics, systems integration, VLSI design, testing, components, special assembly methods and mass manufacturing.

They deliver reliable and mass-produced products and have a demonstrable track record in offering clients the lowest possible entry costs for their products with minimal risk. EmbeddedIC is now seeking to extend their market presence and customer portfolio further through the development of new client relationships in the Asia-Pacific region.

ABOUT EMBEDDEDIC

EmbeddedIC's products are currently represented across a broad range of industry sectors. They are experienced in the development of smartcards and tokens for finance, healthcare and security applications and these include display cards, sensor cards, dynamic magstripe and biometric cards, as well as other embedded electronic cards. Additionally, their products include ultra thin devices and medical patches for the healthcare industry and ultra thin format tokens for the security sector.

EmbeddedIC's key services are custom design of embedded electronic platforms and supply chain management (ODM model). Their outputs range from component & prototype development through to full production management. Additionally, they offer application programming, special packaging solutions, lamination in plastic, testing and failure analysis, prototype handling and ASIC design.

For more information visit: <http://www.embeddedic.com>

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