Press Release

Rutronik and AP Memory Sign Global Distribution Agreement

Ispringen, September 3, 2019 – Rutronik Elektronische Bauelemente GmbH and AP Memory Technology Corp., a Taiwan Stock Exchange listed company and one of the world's leading suppliers of IoT RAM, Specialty DRAM and AI memory solutions, have entered into a global distribution agreement. The agreement encompasses all of AP Memory's products and is already in effect. As a result of this partnership, Rutronik is the sole distributor of AP Memory IoT RAM products in the European market.

AP Memory's product range encompasses a wide variety of memory solutions, with a focus on Low Pin Count Ultra Low Power IoT RAM, and long life Support of Standard DRAM. In the IoT and Edge AI markets, Memory is an essential part of system performance and cost. Increased memory in IoT supports richer use cases, such as frame buffering, audio buffering or operating memory for Industrial and Consumer Smart applications. AP Memory's optimised memory solutions help enable these IoT applications together with the world's key MCU and SoC platforms.

Offering Customers Ideal Solutions

"We are delighted to have Rutronik as the perfect partner for our product range. Thanks to the company's highly qualified team of field sales managers and field application engineers as well as its global logistics network, we have created a win-win situation for both companies," says Alex de la Bastie, Business Development Director at AP Memory. "We are expecting this partnership to be a major step for our European customers to have easy and reliable access to our IoT RAM, the best memory solution for MCU platforms requiring extended memory," says Jun Gu, President of AP Memory.

"Through the partnership with AP Memory, our range of memory products continues to grow in both breadth and depth. With AP's PSRAM and IoT RAM memory chips, we can now offer customers combined memory and microprocessor solutions, meaning we can support them and their projects even more comprehensively," says Adrian Elms, Senior Marketing Manager at Rutronik.

About Rutronik www.rutronik.com

Rutronik Elektronische Bauelemente GmbH is the third largest distributor in Europe (European Distribution Report 2016) and the number eleven worldwide (SourceToday, May 2018). The broadline distributor supplies semiconductors, passive and electromechanical components as well as boards, storage, displays & wireless products. The company's primary target markets are the automotive, medical, industrial, home appliance, energy and lighting industries.

The ranges RUTRONIK EMBEDDED, RUTRONIK SMART, RUTRONIK POWER and RUTRONIK AUTOMOTIVE provide customers with specific products and services in groups tailored to the respective applications. Expert technical support for product development and design-in, individual logistics and supply chain management solutions as well as comprehensive services complete its scope of performance.
The company, founded by Helmut Rudel in 1973 in Ispringen, Germany, now has over 70 subsidiaries in Europe, Asia and the Americas. Rutronik employs more than 1,700 staff worldwide and achieved Group sales of 1,05 billion euros in the fiscal year 2018.

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