



## Opto-Sensor names ams as its leading supplier

Unterpremstaetten, Austria, Shanghai, Hong Kong and Taipei, 8 October, 2013 – ams AG (SIX: AMS), a leading provider of high performance analog ICs and sensors, has been named by Greater China electronic component distributor Opto-Sensor as its top-selling vendor. Opto-Sensor attributes its success to the outstanding support it receives from ams, as well as the close ties and long-standing relationship between the two companies.

Within the Greater China region, Opto-Sensor is a valuable contributor of ams' distribution revenue – a significant achievement since the distribution channel is one of ams' key go-to-market strategies in this region and globally.

ams recognizes Opto-Sensors considerable ability and record in driving sales, which increased by 45 per cent year-on-year between 2011 to 2012 across Hong Kong, China and Taiwan, with further big gains expected this year. Opto-Sensor was named "Distributor of the Year" by ams in two consecutive years (2011 and 2012), and both companies are aiming to replicate the success they have experienced in sensor product lines in the power management segment – a key part of the value proposition of consumer mobile devices, in which Opto-Sensor specializes.

"We are delighted to be named Opto-Sensor's No1- selling vendor in Greater China," said Heribert Hochrinner, Global Channel Partner Manager, ams. "Both companies benefit from what, I believe, is a model vendor/distributor relationship. While ams develops high-value, high-precision solutions for customers' most challenging problems, Opto-Sensor provides a level of technical expertise that enables it to fully understand OEMs' needs, integrating reference designs that offer real competitive advantages and shortening customers' time-to-market. The result is a winning combination for end customers, and the impressive sales figures that Opto-Sensor has achieved in recent years are a testament to this."

One of the cornerstones of ams' distribution partner strategy is the comprehensive training it provides to its partners' sales staff. Training is divided into two parts: local training is conducted by ams' local teams of expert Field Application Engineers (FAEs), enabling it to be customized according to distributor needs. At the same time, key distributors have the opportunity to attend ams' internal FAE training programs, delivered at the company's headquarters in Austria. Opto-Sensor is free to choose the training it can most benefit from, and is given full access to the internal training materials.



ams AG was formed in 2011, following the merger of austriamicrosystems AG and Texas Advanced Optoelectronic Solutions, Inc (TAOS). Opto-Sensor was already TAOS' long-standing sole distributor in China and Taiwan, and subsequently became one of the ams Group's most important distributors in those markets, as well as Hong Kong. Opto-Sensor is now well positioned to introduce the totality of ams' broad product line within the Consumer & Communications segments, not only its optoelectronic light sensors but also winning additional opportunities for new product sales leading to significant increases in revenues for the two companies.

"Over the years, our relationship with ams has evolved into a fantastic example of a long-term, mutually rewarding partnership," said Kenny Wang, CEO of Opto-Sensor. "We now distribute their entire product portfolio, which has helped us to broaden our expertise, confident in the knowledge that ams will fully support us with the right training at the right time, delivered by their outstanding FAE team. I'm proud of the sales we have achieved for them as our partner, which would not have been possible without the foundation of mutual trust, respect and professionalism that we've built."

#### **About ams**

ams develops and manufactures high performance analog semiconductors that solve its customers' most challenging problems with innovative solutions. ams' products are aimed at applications which require extreme precision, accuracy, dynamic range, sensitivity, and ultra-low power consumption. ams' product range includes sensors, sensor interfaces, power management ICs and wireless ICs for customers in the consumer, industrial, medical, mobile communications and automotive markets.

With headquarters in Austria, ams employs over 1,300 people globally and serves more than 7,800 customers worldwide. ams is the new name of austriamicrosystems, following the 2011 acquisition of optical sensor company TAOS Inc. ams is listed on the SIX Swiss stock exchange (ticker symbol: AMS). More information about ams can be found at [www.ams.com](http://www.ams.com).

#### **About Opto-Sensor**

OPTO-SENSOR LTD was founded in 1980 and provides the latest optical and optoelectronic components to our customers. We offer products from leading manufacturers in Japan, Korea, Europe, and the United States. Our mission is to provide our customers with the best possible service and technical expertise.

OPTO-SENSOR is a company that focuses on product selection and availability, technical sophistication, and superior support. To best serve our customers' needs, we not only supply a full range of product lines but also have multiple teams located in Taiwan, Hong Kong, Shanghai, and Shenzhen. We strive to add value and help increase our customers' competitiveness in this fast changing industry.

#### **For further information, please contact:**

Adam Barty / Elaine Chao, EBA Communications

(+852) 2122 9015 / 2122 9017

[adam.barty@ebacomms.com](mailto:adam.barty@ebacomms.com) / [elaine.chao@ebacomms.com](mailto:elaine.chao@ebacomms.com)