

## Contract with Mitsubishi Electric

## ULTRATRONIK signs distribution contract with Mitsubishi Electric

### Specialist in MMI and display enlarges range of products by industrial TFT-displays of Mitsubishi Electric

Herrsching, December 15, 2009

The Line card of ULTRATRONIK, specialist for innovative MMI and display solutions, will be expanded by TFT-displays of Mitsubishi Electric for the markets of Germany, Switzerland and Austria from January 2010 onwards.

Thus, Ultratronik's portfolio increases by 74 different types of industrial aligned displays of Mitsubishi Electric, with appropriate technical equipment (e.g. operating temperature range -30/+85°C, protection against shock and vibration).

With this enlarged portfolio, Ultratronik guarantees to consider all individual application needs through 13 different display diagonals (incl. 16:9) and 7 resolutions.

Displays of Mitsubishi Electric constructed for long-life cycle and long term availability are designed –among others- for outdoor applications and are optionally available with an assembled touch panel to some extent.

Alexander Sorg, CEO of Ultratronik, summarises the reasons for cooperating with the Japanese display producer:

"Mitsubishi Electric as a renowned manufacturer can draw upon many decades of experience in display production. This contract offers us – according to our own MMI and distribution philosophy - technologically premium products. With them, we can serve our focussed branches: medicine, automation, industry and PoS perfectly."

#### About ULTRATRONIK ([www.ultratronik.de](http://www.ultratronik.de)):

As a mid-sized high-tech company, ULTRATRONIK offers a complete variety of innovative services, products and individual complete solutions, with main emphasis on the category groups of MMI, displays, process control.

ULTRATRONIK benefits from numerous synergies between their specific business segments, anticipates technological trends and thereby manages to ensure decisive competitive advantages for their customers out of several branches.

Company claim: „**Solutions for Your Success**“

#### About Mitsubishi Electric:

Mitsubishi Electric is one of the world's leading companies in production, marketing and sales of electric and electronic products for various industrial applications and everyday life. Since 1978, Mitsubishi Electric has been present in Germany. Today, Mitsubishi's German office, located in Ratingen North-Rhine Westphalia, is responsible for managing technical services, sales and marketing activities in Germany. In terms of semiconductors, Ratingen also controls export activities for broad sections of Western and Eastern Europe as well as for Russia and South Africa. Besides TFT-LCD modules, the product range of semiconductor division covers high-frequency transistors, optoelectronics and power semiconductors.

Further information:

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