

# **Fremont Micro Devices Appoints Harmony Electronics Pty Ltd as Distributor**

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## **Harmony Electronics, is an Independent Component Distributor of Electronic Solutions in Africa**

Fremont Micro Devices USA Inc., a global leader in the design and manufacture of Serial EEPROM and energy efficient power management integrated circuits, today announced that Harmony Electronics Pty Ltd. Headquartered in Johannesburg, South Africa has been named to represent their Integrated Circuit product line. This addition to the FMD Distribution network continues to affirm its strategic initiative of providing customers with easy access to their broad offering of semiconductor solutions.

Harmony Electronics is an exclusive Authorized Distributor with a franchise to sell and support Fremont Micro Devices non-volatile memory and the power management product portfolio of DC/DC controllers and LED driver solutions to OEM's in a wide range of information technology, commercial and consumer markets in the Country of South Africa. They are recognized for experience and expertise in high volume production programming, world class programming service plus in depth technical know-how on Microcontroller products.

"Harmony Electronics was chosen as our Distributor, because the Company's main goal is to promote a few targeted semiconductor offerings of high-quality, innovative products from proven manufacturers. They are organized to focus on their customer's priorities." said Jim Panfil, Vice President of Sales at Fremont Micro Devices USA. "We are pleased to add a distributor with a complementary Microprocessor Line of electronic components to our network. Harmony Electronics is an important addition to our International sales channel. They are able to provide local sales and applications support in Africa." He added.

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### **About Fremont Micro Devices USA Inc.**

Headquartered in Fremont, CA, Fremont Micro Devices USA, Inc. ([www.fremontmicrousa.com](http://www.fremontmicrousa.com)) Fremont Micro Devices is a semiconductor supplier and integrated circuit design house. It has quickly become a leader in non-volatile memory products and high efficiency power management solutions. FMD was founded in Fremont, California in 2003 and its products are offered through a global network of sales representatives and distributors in Europe, North America and Asia. FMD recently announced the cumulative shipment of four (4) Billion Serial EEPROM IC's. The key members of the management team have extensive product development, design, finance and sales experience with leading Silicon Valley semiconductor companies.