



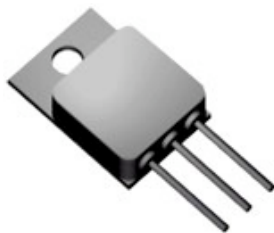
## Strengthening Sales, Marketing, and Customer Support

By Ramesh Ramchandani, President

Welcome to the second issue of *the Current*, a newsletter published by SEMICOA that seeks to share insight, and information about SEMICOA, its products, people, technologies and the customers it serves. This month's issue of *the Current* is dedicated to the expansion of SEMICOA's sales, marketing and customer support network designed to better support our rapidly growing product portfolio.

We have added new families of power MOSFETS for military and commercial applications to our strong bipolar transistor product offering. Our MOSFET products have already gained market acceptance with initial orders from a major prime contractor where they will be used in key military programs. For a rapidly expanding product portfolio to succeed, it requires an effective sales, marketing and customer support network. So to meet this challenge we have added new sales and service capabilities throughout the country. We have added new manufacturers representatives in New England, the Mid-Atlantic, Ohio, Western PA and Texas. And of course last month we announced the addition of Alliance Group One in Florida. We are also collaborating closely with our distributor partners in the United States and elsewhere. We will continue to reinforce our sales and marketing organization to improve coverage in key military and aerospace regions. As we go to print, Gregg Smith, our senior vice president of sales and marketing, and I will hit the road to meet to with employees, representatives, distributors and customers delivering a new and expanded product roadmap backed by a new and expanded sales and service organization.

The changes we have made to our sales, marketing and customer support network allows us to better connect with our customers and partners at the local level. It will help us deliver timely and effective service to all customers. Our company, like our product roadmap, is growing rapidly. To our customers, employees and partners, thank you. Enjoy this issue of *the Current*.



## New MOSFETS Gain Market Acceptance

It's official. We are in the MOSFET market space with the first family of power MOSFETS launched successfully. Military and aerospace customers have quickly recognized our value proposition with the first orders from a major military prime contractor completed last month. Many customers have shown tremendous interest in our MOSFET products, which are ideally suited for military space systems, commercial satellites, manned space vehicles and scientific space probes as well as weapon systems.

For 42 years, SEMICOA products have performed in the toughest environments where extreme reliability and quality are critical. This made the development and commercialization of a successful MOSFET product roadmap



for military and aerospace arenas a natural transition for SEMICOA – a long-time supplier of high reliability, radiation- hardened discrete semiconductors to the U.S. military.

The new MOSFET products deliver obvious technology benefits to military and aerospace customers. However, our customers also benefit by having another proven; credible source for QPL, DLA approved products. This is especially critical for customers and their supply chains when the market tightens.

While the first preliminary datasheets and samples will be available in November, the SEMICOA MOSFET product development roadmap will continue to develop aggressively. We already have additional products planned for deployment to the market in the coming months. In addition, early next year, we will complete DLA QML certification and JANTX qualification.

Although the first families of power MOSFETS target the military and aerospace markets, SEMICOA MOSFETS are also drawing interest from commercial and industrial customers, particularly for power supplies applications. SEMICOA plans to launch several new power MOSFETS for commercial use in November. SEMICOA has also signed an agreement with the ASE to commercially package these devices. Check out the new commercial MOSFET product guide on [www.semicoa.com](http://www.semicoa.com)

## SEMICOA Strengthens Presence in New England, the Mid Atlantic, Ohio, Western PA and Texas

As Ramesh alluded to in his column, strengthening SEMICOA sales, marketing and customer technical support is a key goal of the company. To achieve this goal, SEMICOA has increased its presence and capabilities in New England, the Mid-Atlantic, Ohio, Western PA and Texas, adding several new manufacturers representatives to increase support to our customers and partners locally.



### **Focus Technical Sales will now cover the New England region:**

225 Cedar Hill Street Suite 200  
Marlborough, MA 01752  
Toll Free: 800-933-2771 / Local: 508-824-4692  
Email: [sales@focussalesinc.com](mailto:sales@focussalesinc.com)  
[www.focussalesinc.com](http://www.focussalesinc.com).

### **Trionic Associates will cover the Mid-Atlantic, Ohio, UNY and Western PA:**

320 Northern Boulevard #23  
Great Neck, NY 11021-4807  
Phone: 516-304-5065 / Fax: 516-466-2319  
Email: [ayosco@trionic.com](mailto:ayosco@trionic.com)

**SEMICOA**

[www.semicoa.com](http://www.semicoa.com)

**West Associates, LLC will now cover Texas:**

17000 Dallas Parkway Suite 200  
Dallas, Texas 75248  
Phone: (972)-680-2800

2209 Morgan Street  
Houston, Texas 77006  
Phone: (512)-343-1199

13915 N Mopac Expressway, ste 304  
Austin, Texas 78728  
Phone: (512)-343-1199

Email: [sales@westassociates.com](mailto:sales@westassociates.com)  
[www.westassociates.com](http://www.westassociates.com)

These new partners come to SEMICOA with a proven track record of providing world-class sales and support to manufactures of electronic components for military, aerospace, commercial and industrial use. The addition of Focus, Trionics and West Associates to SEMICOA's expanding sales and support network will enhance the SEMICOA experience for military and aerospace customers.

"We want the SEMICOA brand to be synonymous with excellence in sales and support to our customers," commented Ramesh Ramchandani, President. "These additions represent one milestone on the road to achieving that goal. They clearly strengthen coverage of key military and aerospace regions throughout the USA."

## News-in-Brief

### ***SEMICOA Signs Agreement with ASE Global***

SEMICOA has signed an agreement with ASE Global. ASE will conduct all commercial and industrial packaging of its new power MOSFET devices. The new products target a broad range of commercial applications, including power supplies, medical and industrial products. ASE is the world's leading provider of semiconductor test and assembly services.

### ***New Expanded SEMICOA 2012 Product Catalogue Coming Soon***

Mark your calendars. The new, updated SEMICOA 2012 Product Catalogue goes to print November 11 and will be available from November 18. It will feature a broad range of bipolar transistors and Power MOSFETS products. The 2012 catalogue comes in a new design and layout that makes it the perfect reference tool for sales, marketing and engineering teams.

### ***Preliminary SEMICOA MOSFET Datasheets for Mil/Aero Sector Published***

To support the launch of SEMICOA's new power MOSFET products, the first 20 preliminary datasheets will publish on SEMICOA.com on November 12.

*the Current* publishes on the first of each month. It is intended to benefit our customer communities by sharing news and developments of SEMICOA, its products, partners, employees and other technology, program and product developments.



# the Current

SEMICOA'S CUSTOMER NEWSLETTER

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