

ESCATEC appointed as Design Partner for Atmel touch sensing technology

Heerbrugg, Switzerland – June 10, 2011 – ESCATEC, the EMS innovator, has been appointed as one of the two Atmel Design Partners for touch sensing technology in Europe.

“Designing touch screens and the control electronics is a complex task and is challenging to companies unless they do it regularly,” explained Daniel Pfeifer, Research and Development Manager, at ESCATEC’s facility in Switzerland. “Atmel recognised our skills at doing this for customers and has appointed us as one of only four design partners in the world to help its customers. Atmel supply chips for touch screens and other companies each supply individual components, such as microprocessors and software, leaving manufacturers with the challenge of having to bring everything together to form a complete solution for their specific application. Rather than having customers re-invent the wheel every time, Atmel has appointed a small number of design partners who are highly experienced at integrating all the elements together to create complete touch screen solutions for customers.”

ESCATEC offers customers a comprehensive manufacturing service that starts with assisting with the design of the product, through low volume production at its state of the art facilities in Switzerland, to high volume manufacture in Asia. “We form a close working partnership with customers at all stages to ensure that every phase runs smoothly with the precision and quality that the Swiss are renowned for,” added Martin Kingdon, ESCATEC’s Business Development Director. “This Design Partnership with Atmel is just one of the many services that we offer customers that set us apart from EMS companies that compete solely on price. We offer true expertise to ensure products are high quality as well as being competitively priced.”

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