ZLG Partners with Energy Micro in China

Posted by Chris Warner

Energy Micro, the energy friendly microcontroller and radio company, has today announced the appointment of ZLG as an approved distributor of its ultra low power ARM Cortex based Gecko MCU and EFR4 Draco radio devices in China.

Specialised in the provision of cutting-edge programmable semiconductor solutions, ZLG will support the Energy Micro product range through a country-wide technical seminar programme and a soon to be announced University project. It will also create a dedicated Energy Micro product management and field application engineering team.

ZLG Owner and CEO, George Zhou said, "We have an in-depth experience of designing with ARM-based microcontrollers and are facing rapidly increasing demands for highest-efficiency semiconductor solutions. Energy Micro's energy friendly products therefore make a great fit in our product portfolio and respond directly to strong customer need in a broad range of energy sensitive application areas."

Energy Micro's VP of Sales and Marketing for the Asia Pacific region, Andrea Marchi added, "Energy saving and achieving the longest possible battery life have become paramount concerns for many product designs and low power microcontroller and radio devices have a critical role to play. ZLG reach into many market sectors in China where our EFM32 Gecko and EFR4 Draco products can provide really significant advantages and we look forward to a long and successful partnership."

Picture caption: Jeff Su, Energy Micro's Sales Director for Greater China, George Zhou, ZLG Owner and CEO, Andrea Marchi, Energy Micro's VP of Sales and Marketing for the Asia Pacific, and Amen Leung, Senior FAE at Energy Micro, give the thumbs up for the new partnership.

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