



PRESS RELEASE

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ANVO Systems Expands it's Sales Presence into the US Market

Dresden, Germany, August 2015 – Anvo-Systems Dresden, the specialist for non-volatile memory products, is strongly expanding it's worldwide sales presence.

Data security and integrity is getting increasingly important in many applications, especially when it comes to system safety and reliability. Anvo Systems advanced non volatile memory products help to address these rapidly growing needs.

A major step forward is the appointment of **L.D. Hockaday as Sales Director for the United States of America**. He has 30 years of experience in the semiconductor industry in which he was primarily focusing on memory products. L.D. held Sales and Marketing positions in NCR Microelectronics, Inmos, STMicroelectronics and Simtek.

His strong market and non volatile memory technology knowledge will be instrumental in servicing Anvo's US channels and direct customers and helping ANVO Systems in serving the rapidly growing market needs for nvSRAM products. Furthermore a sales representative agreement has been signed with **MaxTech Marketing, Ltd. for the Mid West of the United States**. MaxTech Marketing is a well-established manufacturer's representative firm in the OEM/ODM Electronics market covering the Ohio Valley region of Ohio, Indiana, Michigan, Western PA, Kentucky and West Virginia. MaxTech specializes in memory and power requirements for the industrial, medical, automotive, consumer, mil/aero and commercial markets.

„We are very excited about the significant opportunities and interest we are already seeing from US based customers“, says Stefan Günther, Managing Director, Anvo Systems Dresden. „We are also thrilled to have L.D. Hockaday on board. His strong nvSRAM and market background will help us to drive our business goals with a strong local presence. The agreement with MaxTech Marketing is another important step forward in serving US based customers and expanding our business. Further steps are already in preparation.“

Anvo-Systems Dresden

Anvo-Systems Dresden GmbH located in Dresden was founded 2009 as fabless semiconductor company and provides non-volatile standard products, IP and services to the market. Core competencies include nvSRAM, FLASH, SRAM, and DRAM technologies. The fast, highly reliable, system solutions are designed for industrial, computational, medical, energy, automotive and communication applications.

Anvo-Systems Dresden has signed strategic cooperation agreements with XFAB Semiconductor Foundries AG and Melexis N.V. The company is a member of the Semiconductor Cluster Silicon Saxony.

*Anvo-Systems Dresden GmbH
Zur Wetterwarte 50
Haus 337 / B
01109 Dresden
Germany
Phone: +49 351 795 89 00
Fax: +49 795 89 011
www.anvo-systems-dresden.com*

*Bernd Dahlheimer
Phone.: +49 7483 912328
bdahlheimer@anvo-systems-dresden.com*

*Technisches Redaktionsbüro
Rosemarie Krause
Leibengerstr. 29
81829 München
Germany
Phone: +49 89 906637*