



**Press Release**  
**For Immediate Release**

## **Firecomms Representative Agreements to Expand Reach in Midwest**

**Austin, Texas—June 15, 2009**—Firecomms Ltd., a leading developer of high speed Plastic Optical Fiber (POF) transceivers and Surface Emitting Lasers (VCSELs), today announces that it has signed two representative agreements to promote and sell its POF transceivers and red VCSELs in the Midwest, with: Electro Mark in Minnesota, North Dakota, South Dakota, Western Wisconsin and Iowa; and CC Electro in Indiana, Kentucky, Michigan, Ohio, and Pennsylvania.

Both representative firms specialize in customer specific applications, and will market and sell Firecomms' full range of POF transceiver products which are rapidly being adopted by developers of equipment for the consumer electronics, industrial, and automotive networks worldwide.

"Electro Mark recognizes the tremendous opportunity for POF in the IPTV, industrial, medical, and automotive markets," says Bob Steffes, Electro Mark president. "These developing markets, along with Firecomms' innovative products, fit perfectly with our product line card."

"As a value-add proposition to our customers using Plastic Optical Fiber (POF) from Mitsubishi International Corporation, CC Electro has enhanced our line card with the addition of Firecomms POF termination capabilities," says Carol Cohen, president of CC Electro. "Firecomms was highly recommended by an associate rep firm who recognized the synergy the company's products would bring to our existing line card."

"Both Electro Mark and CC Electro bring reputations as established knowledgeable, full service rep firms in the Midwest with impressive histories of success with both OEM and distribution customers," says Firecomms' vice president of sales and marketing for the Americas, Lawrence Thorne. "We are pleased to partner with these highly regarded firms to promote Firecomms' devices, including *OptoLock*, and look forward to teaming with these firms on customer applications in medical, the industrial, consumer and transportation industries."

Firecomms leads the development of devices to drive POF, a low-cost optical alternative to copper cabling. Due to its ease of use, large core tolerances, and low costs, POF is enjoying

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significant growth in a wide range of applications. Created for consumer, industrial, and automotive applications in which plastic fiber can be used more easily and at lower cost than copper or glass fiber, POF is now used in millions of small area networks, such as those in use in many car models, and is rapidly gaining ground in home network and point-to-point interconnection. According to market research by Information Gatekeepers, the POF market is estimated to be worth over \$1 billion per year by the end of 2009.

### **About Firecomms Ltd.**

Firecomms, a semiconductor company, develops high-speed optical components that drive IPTV home networks and in-car multimedia entertainment systems. The company's revolutionary Optolock® technology, licensed worldwide, has created the ability to bring fiber into every home in the world.

Firecomms is headquartered in Cork, Ireland and has facilities in Japan and the USA. Additional information about the company can be found on its web site at [www.firecomms.com](http://www.firecomms.com).

### **About Electro Mark**

Electro Mark Inc., a manufacturer's representative firm of service-oriented people, provides quality sales and engineering representation for customers in the Upper Midwest market. Electro Mark brings value to original equipment manufacturers (OEMs) by providing design-in assistance and complete order service management on material shipped directly or through authorized distributors. Additional information about the company can be found on its web site at [www.electromarkinc.com](http://www.electromarkinc.com).

### **About CC Electro**

CC Electro is an aggressive, responsive, technical sales organization specializing in electronics components for the OEM industry in the Midwest (Indiana, Kentucky, Michigan, Ohio). Incorporated in 1981 and pioneering lines from the beginning, CC Electro has grown to a multi-million dollar sales firm with a fully staffed world headquarters and four satellite offices. Additional information about the company can be found on its web site at [www.ccrep.com](http://www.ccrep.com).

OptoLock is a registered trademark of Firecomms Ltd.

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