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New Japanese subsidiary to strengthen Fischer Connectors' customer support and spur innovation

Saint-Prex, 7 November 2017 – Fischer Connectors, the worldwide leader and innovator in rugged circular connectors and cable assembly solutions, has established a new Japanese subsidiary called **Fischer Connectors K.K.** (Inc.).

Japan, with a population of 127 million people, is the world's third largest economy, renowned for its advanced technologies, high-quality products and process innovation. Japanese Original Equipment Manufacturers (OEMs) are eager to stay ahead and seize new opportunities opening up in applications as varied as robotics, energy, transport, aerospace, smart infrastructure, medical and defense. Fischer Connectors' new Japanese subsidiary – Fischer Connectors K.K. – will give Japanese customers better access to its engineering expertise and global network to help them transform their products, develop their businesses, and outshine their competition.

Fischer Connectors has a long-term partnership with two leading Japanese distributors – Tokiwa and Riken Dengu Seizo – with whom it shares a vision of **expertise, reliability and innovation**. It will continue to build on this partnership to better understand changing market needs, provide seamless customer support, and develop premium solutions for Japanese customers. The new subsidiary will give R&D teams, engineers and local companies direct access to its technical experts, along with detailed technical information and valuable advice at any stage of a project from design to manufacturing.

The new subsidiary is to focus initially on providing timely, relevant information and tailor-made training to Japanese partners and customers on Fischer Connectors' four product lines, and on identifying new needs and market opportunities. *"The Japanese and Swiss have so much in common,"* says Ricardo Rodriguez, Fischer Connectors' International Country Sales Manager, *"especially our shared values of determination, resilience and resourcefulness, and our strong business ethics that underpin innovation."*

Fischer Connectors' new connectivity solutions incorporating miniaturization, wearability and fast data transfer are well suited to the Japanese market, where demand is growing for smaller, lighter, smarter connectors. Some examples are:

- the new lightweight, high-density **USB 3.0 connector of the Fischer MiniMax™ Series**, available in a multiple combination of signal and power contacts and three locking systems, meeting needs for even faster signal speeds, higher performance and greater functionality in small devices – ideal, e.g., in medical equipment and diagnostics;
- the breakthrough rugged **LP360 wearable connector** with a low profile, allowing for easy integration into clothing and 360° mating to optimize cable management, plus easy cleaning on both the receptacle and plug side devices – ideal, e.g., in tactical vests and pilot suits;
- the new miniature, lightweight **single fibre optic connector (FO1) of the Fischer FiberOptic Series**, which ensures higher data transmission rates over long distances, minimising space and maximising efficiency – ideal, e.g., in drones and sensing applications.

Press Release

All of Fischer Connectors' products are manufactured under the most stringent quality conditions and tested to ISO and IEC standards. Detailed product information is available on Fischer Connectors' website and General Catalog, in Japanese and other key languages. Because Japanese customers want to see, feel and try out state-of-the-art products and understand how they boost performance in specific applications, Fischer Connectors also provides product samples for customers to test.

"In the demanding and rapidly changing Japanese market, we can address challenges that others cannot", continues Ricardo Rodriguez. "Japanese customers value our expertise, precision Swiss-made products and breakthrough innovations, and especially the way we always strive to meet and exceed their expectations when it comes to product performance, on-time deliveries and responsive customer support. With our new subsidiary, we'll be even closer to our customers and able to help them develop innovative solutions even faster". Considerable buzz has already been generated around groundbreaking projects that feature Fischer Connectors' products, such as:

- the exoskeleton **TWICE**, a wearable robotic device for people with spinal cord injuries that integrates ultra-light **Fischer Core Series AluLite** connectors, showcased at **Medtec Japan**;
- **SolarStratos**, which will be the first piloted solar-powered aircraft to enter the stratosphere, and the first solar-powered twin-seater commercial aircraft in history, for which Fischer Connectors' provides mission-critical electrical and optical connectivity solutions.

These projects demonstrate how Fischer Connectors delivers full 'plug & play' cable assembly solutions to save its customers time and money, and works closely with its customers to develop customized solutions that meet stringent requirements in complex applications, driving innovation to new heights.

About Fischer Connectors: *Fischer Connectors has been designing, manufacturing and distributing high performance connectors and cable assembly solutions for more than 60 years. Known for their reliability, precision and resistance to demanding and harsh environments, Fischer Connectors' products are commonly used in fields requiring faultless quality, such as medical equipment, industrial instrumentation, measuring and testing devices, broadcast, telecommunication and military forces worldwide. Primary design and manufacturing facilities are located in Saint-Prex, Switzerland. Cable assembly facilities are based in Europe, North America and Asia Pacific, with subsidiaries and distributors located worldwide.*

More information:

- Fischer Connectors: www.fischerconnectors.com