

connectBlue intensifies its US presence

Opens subsidiary in Chicago and signs with distribution company Future Electronics

As the market for wireless solutions is increasing steadily in North America, it has become clear that connectBlue needs to increase its local presence to satisfy the growing demand for connectBlue's solutions. Besides supporting the new distributor Future Electronics, connectBlue can now with its US office offer regional support for the customer base in the medical, instrumentation and industrial automation segments.

A genuine expansion throughout the North American market requires a thorough commitment where the contract with distributor Future Electronics will enable connectBlue to satisfy primarily the growing US market but also the European market with ready-to-use wireless modules. In order to best support Future Electronics and the US customer base, connectBlue, Inc chooses to establish its offices in Chicago due to the city's proximity to the customer base and its good national and international infrastructure.

"We are definitely increasing our capacity to satisfy our diverse markets and segments. We have not had a general distributor in the US before, yet the US market has represented 20% of our sales. Since our introduction of WLAN solutions, we also see the interest in wireless solutions is growing in the US," said Rolf Nilsson, President of connectBlue. "Combining the Future Electronics collaboration with our new local office will ensure the needs of the North American market are met."

"Future Electronics is proud to announce connectBlue as a worldwide partner, connectBlue is a leader in Bluetooth technology & Wireless LAN technology," said Peter Austin, Worldwide Business Manager of Future Electronics. "The addition of connectBlue is a key milestone for Future Electronics helping solidify our position as a world class wireless connectivity leader."

Pelle Svensson has been appointed President of connectBlue, Inc. and member of the Board of connectBlue, Inc. Pelle Svensson has been dedicated to wireless technologies since the inception of Bluetooth® wireless technology in 1998 and has worked for connectBlue as the Director of Marketing and Business Development at connectBlue since its foundation in 2000. He has been deeply engaged in establishing the product distribution channel network in Europe and the US.

Besides the head office in Malmö, Sweden, with 26 employees and the newly opened regional office in the US, connectBlue has distributors in 37 countries. Examples of customers with US offices include Schneider Electric, ABB and Phoenix Contact in Industrial Automation; Extech Instruments and Finesse in Instrumentation; and a number of Medical device manufacturers.

Pelle Svensson is appointed President of connectBlue, Inc. and will as such be heading up the regional activities in North America.



About connectBlue

connectBlue is a leading provider of wireless solutions for demanding applications in segments like industrial automation, medical, instrumentation, diagnostics, logistics / transportation, vehicles and point of sales. Based on Bluetooth® technology, WLAN and ZigBee connectBlue provides ready-to-use products and modules as well as custom design solutions in both hardware and software. connectBlue AB is based in Malmö, Sweden and was founded in 2000. For more information, please visit www.connectblue.com

About Future Electronics

Future Electronics, a global leader in electronics distribution, ranks 3rd in component sales worldwide. Founded in 1968, the company has emerged as one of the most important entities in the electronics distribution industry and today, is recognized around the globe as one of the industry's most innovative organizations. This position is built upon Future's commitment to maintain close business partnerships with both suppliers and customers, coupled with the strength of its commercial and technical competencies through all stages of the design-production cycle. The company employs 5,000 employees in 159 offices in 39 countries around the world. Future Electronics' web site can be accessed at www.FutureElectronics.com.

FOR FURTHER INFORMATION:

Pelle Svensson, President, connectBlue, Inc.

Phone: +46 40 630 71 03

Email: pelle.svensson@connectblue.com