

Solid State Optronics USA (SSO) Expands China Presence with Exhibit at China Electronics Fair (CEF)

SHANGHAI, China, Nov 13, 2013 – Solid State Optronics (SSO) of San Jose, California, a manufacturer of high quality optically isolated switching devices such as optocouplers and solid state relays, is expanding its presence in the Chinese market by exhibiting at the prestigious China Electronics Fair this week in Shanghai.

“Until now, most of our exposure to the Chinese market has been when US-based designs were transferred offshore to Chinese contract manufacturers,” said Juan Kadah, Managing Director of Solid State Optronics. “But there is a huge pool of Chinese designers and engineers right here who need our devices at the design stage, so it’s important for us to be here for them.”

SSO is represented in China by CKB (Shanghai) Co. Ltd, and this is the first time SSO has exhibited in China. “With CKB, we have a partner well-aligned with our desire to engage with Chinese engineers and designers and expand knowledge of SSO in the Chinese market,” continued Kadah.

About Solid State Optronics (SSO)

SSO is a pioneer in optically-isolated, solid state switching devices. From their inception over 30 years ago, SSO’s award-winning products have provided unprecedented integration and performance to a wide range of industries and applications. Today, world class manufacturers and designers have come to rely on SSO to provide reliable, technically advanced, optically-isolated switching solutions such as Solid State Relays and Optocouplers in their consumer and industrial applications. SSO is headquartered in San Jose, California. For more information, phone (408) 293-4600 or visit www.ssousa.com.

###