

## Company news

Date: **May 2009**

### **Shortlink enters German marketplace with distributor signing and exhibition double hit**

Specialist developer of low-power portable electronics and wireless communications products and services Shortlink, has entered the German market. In a move that will bring opportunities to win business in Europe's largest single marketplace, Shortlink has signed an agency distribution agreement with Zwinz Technical Consulting. Showcasing its products and services in Germany for the first time, Shortlink is also exhibiting at Sensor + Test 2009 in Nuremburg.

"Entering the German marketplace will provide us with excellent opportunities to win business for our market leading products and services," said Hans-Erik Backram, Managing Director of Shortlink. "Particularly in the low power radio and mixed signal areas, we see a great number of potential customers in Germany in a broad spectrum of areas including medical, consumer, home automation, industrial, cordless phones and many more.

"We are very pleased to have signed the agreement with Zwinz who are very experienced and technically competent to represent and promote Shortlink throughout Germany. Zwinz' has many years experience working in ASICs for a wide range of applications, and we feel it provides an excellent fit with Shortlink."

Providing visitors with the 'bigger picture', Swedish based Shortlink will be exhibiting its full range of products and services at Sensor + Test 2009. Particularly, Shortlink's ultra low power transceiver for integration is much more efficient than most

other transceiver ICs on the market, or a module made up of discrete parts. The transceiver uses Shortlink's own low power RF technology. Impressively, the module consumes just 3 to 5mA compared to the 15 to 20mA current consumption of a standard unit.

Shortlink offers a portfolio of mixed signal and RF ASIC building blocks that provide a reduced cost, faster to design solution to achieve a finished product. Tested and proven, these are low risk solutions in an area (RF and mixed signal) where multiple redesigns are commonplace.

Shortlink also offers a series of radio modules for ISM/SRD short range bands (433 and 868/915MHz). These modules are very small, easy to use, low cost, CE marked, and with an embedded configuration interface provide a reduced time to market.

Shortlink customers also benefit greatly from them having their own facilities for EMC and radio testing. Having these facilities in-house saves development time and cost.

Shortlink can be found together with Zwinz Technical Consulting in hall 12, stand 260 at Sensor + Test 2009 which is being held at the exhibition centre in Nuremberg on 26<sup>th</sup> to 28<sup>th</sup> May. Managing Director Hans-Erik Backram will be on hand to talk to customers and journalists.

**For further information and reader enquiries:**

Hans-Erik Backram, Shortlink AB, Stortorget 2, SE-661 42 Säffle, Sweden.  
Tel: +46 (0)533 468 30 Fax: +46 (0)533 468 49  
E-mail: [hans-erik.backram@shortlnk.se](mailto:hans-erik.backram@shortlnk.se) Web: [www.shortlink.se](http://www.shortlink.se)

**For further editorial information, text and graphics by email or to discuss feature article opportunities:**

Steve Rowley, Publitek Limited, 18 Brock Street, Bath, BA1 2LW, United Kingdom  
Tel: +44 (0)1889 579493 E-mail: [steve.rowley@publitek.com](mailto:steve.rowley@publitek.com)  
Fax: +44 (0)1889 586987 Web: [www.publitek.com](http://www.publitek.com)

## **About Shortlink**

ShortLink is a development company specialising in the field of low-power portable electronics and wireless communications. Highly competent in both ASIC and electronic design, Shortlink helps cut the development time of customers' projects and is able to offer complete system solutions. The company is strongly focused on contract development, in most cases working on a very long-term basis with companies that are market leaders in their respective business areas. Low power consumption has been Shortlink's hallmark since its formation, the company motto being: 'Low Power Design'. Shortlink offers facilities for test and measurement services including RF, EMC and acoustic facilities. For more information about Shortlink, visit the company's web site at [www.shortlink.se](http://www.shortlink.se)

## **About Sensor+Test**

The annual height of the exhibition season, SENSOR+TEST 2009 in Nürnberg, will cover the entire spectrum of measuring and testing system expertise in such an international, comprehensive and cross-industry form as no other event. Do also make use of this opportunity to meet developers and engineers: Find the tailor-made solution for your task in collaboration with them rapidly and without any topical friction losses. But SENSOR+TEST does not only mean the exhibition of new products and services, as international conferences and a dynamic action programme will provide you with a high-class package for an intensive exchange of professional views. With its most extensive range from sensors to finished test results and the offer of technical solutions for measuring, testing and monitoring tasks in all industrial sectors, SENSOR+TEST is the state-of-the-art and most comprehensive trade show worldwide. SENSOR+TEST isn't just a fair: In the action area for example you may experience innovative solutions, systems and products in practice. Applications play a leading part. At SENSOR+TEST you may enhance your technical knowledge. In addition to two cost-free forums in the exhibition area, top-class conferences and symposia will take place.