



**Press Release**  
For Immediate Release

## **Firecomms Expands its Distribution Channel Via a Strategic Agreement with NAC Semi (NAC Group, Inc.)**

**Austin, Texas, 1 October 2018** - Firecomms, a global leader in the provision of fiber optic solutions and optical transceivers, announces the signing of a distribution agreement with NAC Semi, a leading electronic component design services & distribution company. NAC Semi will augment the supply and support of Firecomms' customers in key market segments in the Americas region.

As an extension of Firecomms' in-house sales and support teams, NAC Semi will provide a wide range of resources including field sales engineers and strategic sales offices along with world-class logistics operations providing outstanding customer service.

"Firecomms is pleased to welcome NAC Semi to our team of global distribution and sales partners." says **Lawrence Thorne**, VP, Sales & Marketing. "We believe that NAC Semi will enhance our presence in the Americas region with their extensive and growing customer base as well as a commitment to deliver the finest customer support and service. NAC Semi will carry Firecomms' full line of transceivers, passive interconnects and optical cable products."

**Joe Sanders**, VP of Sales at NAC Semi adds, "There is a very close similarity between NAC and Firecomms' customer focus and sales strategies. We believe Firecomms' products will be very well received by our customers' engineers and buyers looking for an alternate solution to a sole source situation. We look forward to promoting and stocking Firecomms' products and working closely with them to expand their market share."

## **About Firecomms**

[www.firecomms.com](http://www.firecomms.com)

Firecomms, a global leader in the provision of fiber optic solutions and optical transceivers, efficiently combines state-of-the-art compound and silicon semiconductor technologies with innovative small-scale integration for rugged communications over short links and across high-voltage isolation barriers as well as in networking links utilizing the unique benefits of Plastic Optical Fiber (POF) and related optical fiber products. The RedLink® series consists of a range of DC to 1, 5, 10 and 50 MBd transceivers in industry standard interconnect systems (horizontal, vertical and 30° tilted) while the company's innovative *OptoLock*® plugless transceivers and industry standard LC transceivers support both the DC-50 MBd designs as well as 125-250 Mbps applications.

Firecomms is jointly headquartered in Cork, Ireland and Tongxiang, China and is supported by a global footprint of distribution and logistics teams with facilities in the USA, Europe, Shanghai and Southeast Asia. In Ireland, R&D is driven by an experienced team of Ph.D. researchers and engineers, while world-class manufacturing is based in China.

Firecomms Americas: 1250 S. Capital of Texas Hwy, Bldg. 3, Suite 400, Austin, TX 78746  
P- +1 512-328-0300

## **About NAC Semi**

[www.nacsemi.com](http://www.nacsemi.com)

[www.nacsemi.com/products/firecomms/](http://www.nacsemi.com/products/firecomms/)

NAC is a global electronic component design services & distribution company. Our rapidly growing linecard is being assembled to support the design needs of specific market segments including Mil-Aero, Industrial, Audio, Computing, Lighting, Medical, Telecom/Networking, Power, and Wireless. With resources that begin with Field Sales Engineers and extend to our Global Sales offices, NAC is building an infrastructure that ensures the highest level of service for our customers and authorized suppliers.

NAC Global Headquarters: 1790 Commerce Avenue, Saint Petersburg, FL 33716  
TF- 866.651.2901 P- 727.828.0187 F-727.828.0160

**Further Information: Valeria Freire | Firecomms Ltd. | [vfreire@firecomms.com](mailto:vfreire@firecomms.com)**