



## **Power Integrations Expands Sales And Technical Support For Asian Customers**

### **New Offices Opened In Taiwan, Korea**

Sunnyvale, Calif, Oct. 13, 1997 -- Power Integrations, Inc., a leading provider of low cost power conversion integrated circuits, announces the opening of two new sales offices in Asia. The company has opened new offices in both Taiwan and Korea to provide technical support for customers of its popular TOPSwitch integrated PWM switcher family. These offices join existing Asian offices in Japan, Singapore and India.

### **Customer Support**

The TOPSwitch family was originally introduced in 1994. The introduction of the TOPSwitch-II family followed in April of this year. Since 1994, Power Integrations has shipped over 50 million TOPSwitch devices to a growing customer base worldwide. The new Taiwan and Korean offices are staffed with a country Sales Manager and Field Applications Engineers. The offices each have a fully equipped lab to assist customers with new power supply designs.

"The new design centers place application labs close to our customers where they can get easy access to technical support, training, and new product information," commented Dan Selleck, Vice President of Worldwide Sales at Power Integrations. "TOPSwitch is a breakthrough product in switch mode topology which brings very high levels of integration. Although the TOPSwitch topology is simple, it requires a new approach to designs. Power supply designers need to learn new design techniques when eliminating the large number of components that are integrated into TOPSwitch."

The addresses of the new offices are:

2F, #508, Chung Hsiao E. Rd., Sec. 5,  
Taipei 105, TAIWAN  
Tel: 886-2-727-1221 Fax: 886-2-727-1223

Rm# 402, Handuk Building  
649-4 Yeoksam-Dong, Kangnam-Gu,  
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Power Integrations, Inc. is a leading manufacturer of innovative power conversion integrated circuits for use in off-line AC to DC, high voltage DC to DC, telecommunications and motor control applications. For more information, visit the company's web site at: [www.powerint.com](http://www.powerint.com) or contact the company at 477 North Mathilda Ave., Sunnyvale, CA 94086. Phone: (408) 523-9200. Fax: (408) 523-9300.