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PRESS & MEDIA INQUIRIES
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VCC Takes Home 2018 Elektra European Electronics Industry Award

Advanced CSM Series Wins 'Passive and Electromechanical Product of the Year'

SAN DIEGO, CA (December 7, 2018) — Visual Communications Company (VCC), a recognized global leader in the illuminated electronics market with advanced indication and specialty illumination solutions, has won a prestigious 2018 Elektra Award for its CSM Series. After making the shortlist for the second year in a row, VCC took home the honor in an awards ceremony in London on Wednesday, December 5, 2018.

In a decision made by a panel of industry experts, VCC's CSM Series beat four other finalists in the "Passive and Electromechanical Product of the Year" category. The CSM Series capacitive touch LED sensor displays deliver a host of benefits, most notable are their small size and high reliability. These sensors measure only 15mm x 15mm x 3.20 mm virtually eliminate the size constraints OEMs and designers would face when designing sleek human-machine interfaces.

VCC's second generation of capacitive touch LED sensors, the CSM Series packs a smaller footprint, plus the manufacturing efficiencies found only in surface-mount technology (SMT).

From reducing the total weight of the assembly to taking up to one-half of the space on the PCB and enabling higher density connections, the CSM Series has a lot more to offer than consistent illumination.

The award-winning series enhances human-machine communication in many ways, including:

- Capacitive touch sensors that can work with a gloved or damp hand
- Customizable or standard icons for improved visual communication
- Available in a variety of colors: super red, white, pure green, blue and yellow

"We are so proud of our CSM Series and honored to win such a highly competitive category," said Sannah Vinding, Director of Product Development and Marketing at VCC. "VCC is helping customers in a wide range of industries elevate their product designs while ramping up production efficiencies. We're thrilled to help move the industry forward and will continue to do so by adding innovative new products like the CSM Series."

The CSM Series launched in February of 2018 and is available through VCC's distribution channels. Learn more here: https://vcclite.com/product-category/led-displays/capacitive-touch-led-display/.

About the Elektra Awards

Now in its 16th year, The Elektra European Electronics Industry Awards recognize technical and business achievements in the UK and European electronics market at the company, product and individual level. Learn more at http://www.elektraawards.co.uk. Pictures from the Elektra 2018 event https://www.electronicsweekly.com/news/picture-gallery-elektra-awards-2018-winners-2018-12/

About VCC

Visual Communications Company, LLC (VCC) is a recognized leader in the illuminated electronic global market with unparalleled distribution of high quality, reliable LED-based components, solutions and customer service. Over the past 40 years, VCC has been an innovative developer and manufacturer of a broad product line for commercial and industrial markets including aerospace, medical device, telecom, transportation, people movers, IoT indication, hospitality and architectural lighting solutions.

VCC has earned the reputation for being one of the easiest and best companies to do business with by continually exceeding customer expectations. VCC has changed the way customers communicate with illuminated components. Headquartered in San Diego, California with international manufacturing operations, you can learn more at www.vcclite.com.

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