SolidRun and Excelpoint Announce Distribution Agreement to Expand Reach in Asia Pacific

SINGAPORE, 6 December 2023 – SolidRun, a global leader in off-the-shelf SOMs (System-on-Module) and SBCs (Single Board Computers) for the IoT and Networking industries, is pleased to announce a strategic distribution agreement with Excelpoint Technology Pte Ltd, a leading B2B platform providing quality electronic components, engineering design services, and supply chain management in the Asia Pacific region.

SolidRun is renowned for its innovative and high-performing hardware solutions, offering seamless integration between hardware and software for Original Equipment Manufacturers (OEMs) worldwide. The company collaborates closely with leading global chip manufacturers to deliver cutting-edge products designed to accelerate modern product development.

Excelpoint, recognized as a top-tier distributor in the global electronics industry, serves OEMs, Original Design Manufacturers (ODMs), and Electronics Manufacturing Services (EMS) companies across the Asia Pacific. The company's commitment to innovation, quality, and supply chain efficiency has earned it a prominent position in the industry. Excelpoint's extensive network and experience in the region make it a natural fit to distribute SolidRun products.

Under this new partnership, Excelpoint will be the authorized distributor of SolidRun products in the territories of India, ASEAN, and ANZ (Australia and New Zealand). This collaboration will empower customers in these regions to access SolidRun's cutting-edge SOMs and SBCs, enabling them to streamline their product development processes and stay ahead in the fast-paced IoT and Networking industries.

"We are delighted to partner with SolidRun and enhance our product offerings with their high-quality embedded computing solutions," said Stanley Chan, Managing Director of Excelpoint Systems Pte Ltd. "SolidRun's commitment to innovation aligns perfectly with Excelpoint's mission to deliver cutting-edge technology solutions to our customers. We believe this partnership will strengthen our position in the market and provide our customers with access to advanced computing platforms."

Sasha Strizhiver, Embedded Product Line Manager at SolidRun, added, "This partnership with Excelpoint is a significant milestone for SolidRun. Excelpoint's deep market knowledge, extensive distribution network, and dedication to customer success make them an ideal partner for us as we continue to expand our global reach. We look forward to collaborating closely with Excelpoint to provide exceptional solutions to our customers in these key regions."

Together, SolidRun and Excelpoint are poised to deliver exceptional value to OEMs, ODMs, and EMS providers in India, ASEAN, and ANZ. This partnership reinforces both companies' commitment to driving innovation, enhancing operational efficiency, and delivering top-notch products and services to the electronics industry in the Asia Pacific region.

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About SolidRun:
SolidRun is a global developer of off-the-shelf SOMs (System-on-Module) and SBCs (Single Board Computers) for the IoT and Networking industries. The company provides strong integration between hardware and software to make modern product development fast and easy for OEMs. SolidRun collaborates closely with leading global chip manufacturers to offer innovative and high-performing products.

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About Excelpoint Technology Pte Ltd:
Excelpoint Technology Pte Ltd and its subsidiaries are one of the leading regional B2B platforms providing quality electronic components, engineering design services, and supply chain management to OEMs, ODMs, and EMS providers in the Asia Pacific region. Excelpoint has been recognized as a top global distributor by industry publications and is known for its commitment to innovation and customer success.

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