

Release No. CEL138

## **CEL Adds New Russia Rep Firm**

*CEL signs EFO, Ltd. to represent its MeshConnect 802.15.4 Wireless products in Russia*

**Santa Clara, CA – October 23, 2012** – California Eastern Laboratories (CEL) has signed EFO, Ltd. to represent its growing MeshConnect™ line of IEEE 802.15.4/ZigBee wireless solutions. Based in St. Petersburg, EFO will be the source for the CEL products throughout the Russian Federation.

For over 50 years, CEL has been the sales, marketing and development partner of Renesas Electronics Corporation in the Americas. “Today,” states John Mulligan, CEL’s Director of International Sales, “our customers are demanding broader, more integrated solutions. Our new products not only meet those needs, they allow CEL to enter new markets worldwide. EFO is well established in the RF and Embedded markets, plus their strong technical background and customer oriented sales staff made them a perfect match for us.”

CEL’s IEEE 802.15.4 wireless modules provide a fully integrated, drop-in solution for a wide variety of low cost, low power transmission applications. Based on transceiver platforms from CEL, Silicon Labs™ and Freescale™, they’re ideal for remote sensing, automated meter reading, industrial control, security, and home and building automation.

### **About CEL**

California Eastern Laboratories (CEL) designs and manufactures the MeshConnect™ line of IEEE 802.15.4/ZigBee professional grade wireless solutions and is a member of the ZigBee Alliance. With over 50 years experience, CEL is ideally positioned to provide its customers with hardware and software products tailored to meet their specific needs that greatly simplify design and reduce time to market. CEL provides engineering and applications assistance at its technical centers in Santa Clara, CA and Wauconda, IL. CEL is also the exclusive sales and marketing partner in the Americas for products from the Compound Semiconductor Devices Business Division (CSDBD) of Renesas Electronics Corporation. The company supports customers through sales offices, sales representatives and distributors worldwide. Visit us at: [www.cel.com](http://www.cel.com).

### **About EFO**

Based in St. Petersburg, Russia, EFO, Ltd. (<http://efo.ru>) excels in the field of wireless technology by offering chips, modules and modems for the most popular technologies GSM / GPRS, 3G, GPS, ZigBee, nanoNET, Bluetooth, Wi-Fi and RFID. These are based on a variety of technological leaders like CEL, Inc. By supplying these components and technical support, our customers can develop wireless devices with standard or non-standard communication protocols. To reduce the time of development, EFO offers strong technical support including debugging tools, software and the necessary accessories.

An important direction in the work of EFO is the technical support. Customers receive professional help from our experts to select the proper solution. EFO regularly holds seminars as well as publishing technical documentation and references. Much attention is paid to training and retraining.

Extensive experience in the electronic components distribution and partnerships with world renowned manufacturers, long-term cooperation with major wholesalers in Europe and the U.S., combined with highly qualified staff provide a stable position in the Russian market.