

u²t Expands Global Sales Force

u²t Photonics AG announced today the expansion of its global sales force. In consequence of the constantly growing optical component market offering many diversified applications such as Communications, Test & Measurement, Radio over Fiber and other opportunities especially at high speed rates such as 100 Gbit/s, u²t Photonics has strengthened its sales support.

Complementing u²t's well-established and highly esteemed distributors and representatives in Europe, North America and Asia new partnerships have been established in Russia – Special Systems LLC., Brazil – Boreal Communications and India – Reinvent Technologies in order to cover new regions and to be able to better serve customers worldwide.

“The sales representatives of u²t Photonics have always been of great importance to us to help satisfying our customers' needs all over the world at any time. By growing partnerships in South America, Eastern Europe and South Asia we want to strengthen sales and marketing activities to further respond to particular demands,” said Jens Fiedler, Executive Vice President Sales and Marketing.

In the light of the successful long term partnership, TeraComm LLC now supports customers within entire North America.

"We are thrilled to be expanding our relationship with u²t, our partner for more than ten years. u²t has been leading the industry in 100 GHz optical component solutions and they are a critical supplier to our valued customers. This expansion allows customers from the West Coast to the East Coast access to their capabilities and an opportunity to partner for custom or OEM requirements." says Michael Carr, General Manager and founding partner at TeraComm, LLC.

Andreas Umbach, CEO of u²t Photonics AG, added “Since our diversified product portfolio now consists of Gallium Arsenide as well as Indium Phosphide modulators, adequate sales measures need to be taken to ensure the direct customer communication with representatives explaining the benefits and assuring the perfect match between product and requirements.”

u²t Photonics AG, a private company headquartered in Berlin, Germany, is a leading supplier of innovative optical components up to 100 GHz. On the basis of its unique and mature technology, u²t develops, manufactures and markets highly competitive products for high-speed communication applications as well as detectors with superior performance for T&M equipment vendors. Being ISO 9001 certified and providing high quality service, u²t offers a comprehensive and fully TELCORDIA qualified portfolio.

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