



FOR IMMEDIATE RELEASE

October 1, 2018

**PRESS & MEDIA INQUIRIES**

Sannah Vinding  
Director, Product Development and Marketing  
VCC  
(760) 573-4448  
svinding@vcclite.com

## **2018 Elektra European Electronics Industry Awards Shortlist Announced and VCC Makes the List for 2nd Year in a Row**

Innovative CSM Series a Finalist in 'Passive and Electromechanical Product of the Year' Category

SAN DIEGO, CA (October 1, 2018) — Visual Communications Company (VCC), a recognized global leader in the illuminated electronics market with advanced indication and specialty illumination solutions, has made the shortlist for the prestigious Elektra European Electronics Industry Awards for the second consecutive year.

Now in its 16th year, the Elektra Awards recognize innovation and achievement in electronics the UK and Europe. This year's Elektra finalists include more than 50 companies in 17 awards in categories ranging from Internet-of-things Product Innovation to LED Lighting Product of the Year.

VCC's new and innovative CSM Series is one of five finalists in the Passive and Electromechanical Product of the Year category. The smallest capacitive LED sensor available, the CSM Series measures 15mm x 15mm x 3.20 mm and helps OEMs and designers in a wide range of industries remove what was once a barrier to sleek HMI design — size constraints.

As VCC's second generation of capacitive touch LED sensor displays, the CSM Series opens up potential through a smaller footprint, plus so much more. Because the CSM Series uses surface-mount technology (SMT) instead of a through-hole design, it also delivers additional benefits that drive down manufacturing costs, including:

- Reduces total weight of the surface mount assembly
- Uses only one-half to one-third of space on the PCB
- Allows for higher density of connections because holes do not block routing space on inner layers
- Enables higher density connections when the sensor is mounted on only one side because there are no holes to block back-side layers

The CSM Series combines consistent illumination of LEDs with the option to customize the capacitive touch sensor displays or use standard icons for enhanced human-machine communication. High-clarity LEDs are available in colors including super red, white, pure green, blue and yellow.



Since being launched in February 2018, the CSM Series is already generating high demand in applications including medical imaging technology, surgical equipment, non-surgical medical treatments and many more.

“We are thrilled and honored to be included among the finalists for the prestigious Elektra Awards for the second year in a row,” said Sannah Vinding, Director of Product Development and Marketing at VCC. “Our CSM Series has taken our cap touch technology to the next level by removing size constraints and leveraging advanced surface-mount technology to drive greater manufacturing efficiencies. As we continue to evolve our capacitive touch technology, we also open up countless design possibilities for our customers through smaller, yet smarter human-machine interfaces.”

Winners in each category are determined by a panel of judges made up of industry experts. The awards ceremony will be held on Wednesday, December 5 at the Grosvenor House Hotel in London.

## About the Elektra Awards

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>, or view the entire 2018 shortlist here: <https://www.elektraawards.co.uk/elektraawards2018/en/page/2018-shortlist>.

## 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](http://www.vcclite.com).

## Press and Media Inquiries

Sannah Vinding  
Director of Product Development and Marketing  
Visual Communications Company, LLC  
(760) 573-4448  
[svinding@vcclite.com](mailto:svinding@vcclite.com)