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PRESS & MEDIA INQUIRIES

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VCC's CSM Series Named Finalist in 2019 Golden Mousetrap Awards

**Innovative CSM Capacitive Touch LED Sensor Display Makes Shortlist
in 'Embedded Computing/Processing' Category**

SAN DIEGO, CA (January 11, 2019) — Visual Communications Company (VCC), a recognized global leader in the illuminated electronics market with advanced indication and specialty illumination solutions, has been named a finalist in the 2019 Golden Mousetrap Awards.

Now in its 18th year, the Golden Mousetrap Awards acknowledge innovation in U.S.-based design and manufacturing. Entries in 19 categories are judged on the following four criteria: design and engineering innovations, functional innovations, benefits to the user, and market differentiation.

VCC's innovative CSM Series, which already took home the 2018 Elektra Award for "Passive and Electromechanical Product of the Year," has been named one of six Golden Mousetrap finalists in the "Embedded Computing/Processing" Category.

Launched less than a year ago in 2018, the CSM Series is already turning heads and transforming product design in surgical equipment and medical technology.

Small in size and big in possibilities, the CSM Series boasts the smallest capacitive LED sensor displays available, measuring only 15mm x 15mm x 3.20 mm. By virtually eliminating design size constraints, the CSM Series delivers more room for creativity in HMI and product design for a range of industries, including consumer products, instrumentation and more.

The CSM Series enhances human-machine communication through:

- Capacitive touch capabilities with standard or custom icons
- High-clarity LED technology in red, white, pure green, blue and yellow
- Long-lasting indication with no downtime

In addition to all the benefits of a smaller footprint and greater reliability, the award-winning series also provides manufacturers with cost-saving features and benefits. The surface-mount technology (SMT) reduces the weight of the assembly and takes up only one-half to one-third of the space on the PCB. Plus, the SMT design allows for higher density connections because holes do not block inner layers.



“We are ecstatic to make the shortlist of winners in this highly competitive category, ” stated Sannah Vinding, Director of Product Development and Marketing at VCC. “We developed the CSM Series to give manufacturers and designers the best of both worlds — small size and big benefits. Now the industry is taking note, and we couldn’t be prouder.”

Winners in each category are determined by a distinguished panel of multi-disciplinary jurors, each selected by Design News. The awards ceremony will be held on Tuesday, February 5, at the Anaheim Convention Center.

Learn more about the innovative CSM Series here: <https://vcclite.com/product-category/led-displays/capacitive-touch-led-display/>

About the Golden Mousetrap Awards

Created by Design News, The Golden Mousetrap Awards recognize the American people, companies and technologies that are driving innovation in product design and manufacturing. These awards are an opportunity to celebrate the revitalization of manufacturing in North America and promote careers in engineering and manufacturing for future generations. Learn more at <http://goldenmousetraps.designnews.com/>, or view the 2019 shortlist here: <http://goldenmousetraps.designnews.com/2019-finalist>

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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