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PRESS AND MEDIA INQUIRIES

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VCC Launches Electromechanical Switch Line, Expanding HMI

Carlsbad, CA (July 31, 2025) – Visual Communications Company (VCC), a global leader in human-machine interface (HMI) components, is proud to announce the launch of its inaugural electromechanical switch product line. This strategic expansion includes pushbutton, rocker, and toggle switches, and marks a significant milestone in VCC's evolution as a broadly diversified manufacturer of electronic solutions.

As VCC continues to drive innovation in HMI components, entering the switch market enables deeper alignment with OEM and industrial customers seeking high-performance solutions from a trusted North American partner.

Ideal for demanding environments from industrial and transportation to IoT and energy, each line of switches offers illuminated and non-illuminated products with high in-rush current and voltage capability. Key features include:

- Pushbutton switches: Sub-miniature, miniature, and standard sizes in a range of actuation and mounting types, colors, and IP ratings.
- Rocker switches: Standard sizes in round and rectangle shapes featuring standard or special mark actuation with single and double pole circuitry.
- Toggle switches: Vibration-resistant designs in multiple function and latching options, with or without the IP68 waterproof rating.

“This launch is a natural next step in our mission to serve as a one-stop HMI solutions provider,” said Andy Zanelli, CEO of VCC. “By expanding into switches, we’re growing alongside our customers and giving them more reasons to rely on VCC.”

The new switch line is available now through VCC’s best-in-class global distribution network, alongside thousands of other VCC products.

About VCC

Visual Communications Company (VCC) is a globally recognized manufacturer specializing in Human Machine Interface (HMI) components that power the world’s most trusted technologies. Our comprehensive HMI portfolio was designed for performance, reliability, and ease of integration. Backed by in-house design services and full electronics manufacturing capabilities, including PCB assembly, cable assembly, and wire harness production, VCC delivers exceptional value through clear communication, innovation, and a customer-first mindset. Headquartered in Carlsbad, CA with manufacturing in Tijuana, Baja California, Mexico.

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