Silicon Motion Teams Up with TOP-electronics for Market Expansion of Storage Solutions for AI, Automotive and Industrial Application in EMEA

November 8, 2024

TAIPEI, Taiwan and MILPITAS, Calif., Nov. 8, 2024 – Silicon Motion Technology Corporation (NasdaqGS: SIMO) ("Silicon Motion"), a global leader in designing and marketing NAND flash controllers for solid-state storage devices, today is excited to announce its collaboration with TOP-electronics, a specialized distributor and representative of electronic components, modules, and solutions. This strategic partnership aims to expand Silicon Motion's market presence across the EMEA region; delivering advanced Ferri embedded storage solutions and display interface solutions to meet the growing demand from AI, AIoT, embedded and automotive applications.

TOP-electronics, known for its expertise in delivering innovative electronic components and solutions, will play a key role in distributing Silicon Motion's state-of-the-art Ferri embedded storage solutions and display interface solutions across the EMEA. By leveraging TOP-electronics' extensive network and market knowledge, this collaboration aims to deliver comprehensive NAND storage solutions tailored for the rapidly growing embedded and industrial markets.

Silicon Motion's Ferri embedded storage solutions, renowned for their reliability, performance, and power efficiency, are designed to meet the stringent demands of industrial, automotive, embedded, and AI applications. With the addition of Silicon Motion's proprietary IntelligentSeries™ technology, these solutions offer enhanced data protection tailored to various application environments. Paired with Silicon Motion's advanced display interface solutions, this collaboration provides EMEA customers with comprehensive, high-performance solutions that address the market's evolving needs.

"We are thrilled to partner with TOP-electronics to strengthen our presence in EMEA," said Robert Fan, Senior VP of Global Sales at Silicon Motion. "Their expertise and deep understanding of the EMEA market will enable us to better serve our customers with tailored solutions that enhance their product offerings."
"The partnership between Silicon Motion and TOP will provide us with greater leverage at the customer level and enhance the overall integration of customer designs. Silicon Motion's strong market position will open doors, elevating our partnership to the next level," said Arco Snoey, CEO of TOP-electronics.

About Silicon Motion:

We are the global leader in supplying NAND flash controllers for solid state storage devices. We supply more SSD controllers than any other company in the world—for servers, PCs and other client devices—and are the merchant market leader in controllers for eMMC/UFS mobile embedded storage used in smartphones, IoT and other applications. We also supply customized high-performance hyperscale data center and specialized industrial and automotive SSD solutions. Our customers include most of the NAND flash vendors, storage device module makers and leading OEMs. For further information on Silicon Motion, visit us at www.siliconmotion.com.

Corporate Media Contact:
Minnie Lin
Director of Marketing Communication
E-mail: minnie.lin@siliconmotion.com

Investor Contacts:
E-mail:IR@siliconmotion.com

Sales Contact:
E-mail: service@siliconmotion.com

EU Media Contact:
Tracy Annandale
Coastal PR
E-mail: tracy@coastalpr.co.uk

About TOP-electronicsSilicon Motion

TOP-electronics is a technology-provider, specialized distributor and representative in electronic components, modules and solutions. TOP is partner of a number of high tech world-leading suppliers. TOP-electronics has been providing electronic and electromechanical components for the OEM market since 2005.

In the course of this time TOP-electronics have built up a thorough knowledge of the international market, the customers and the suppliers. This results in a very exquisite range and strong ties with our manufacturers in Europe, Asia and the United States. This is why TOP can deliver the best products with the requested requirements at a good price level and with the right logistic services, like the eStore, buffer stock, etc. Because of TOP's large product portfolio and the fact that the product lines are complementary to each other, TOP can supply many solutions that can be used in one design.
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