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## **Cyrod Technologies Inc. Taps Latinrep as Manufacturing Representative for Latin America**

**Markham, Ontario,** Cyrod Technologies and Latinrep, a Guadalajara, México based manufacturing representative firm, today announced the signing of a representative agreement empowering Latinrep to promote all Cyrod Technologies products and services throughout Latin America.

The agreement was established to enhance relationships with CMs and OEMs in this key manufacturing region. *"With our strengths in servicing the manufacturing sector, and our success in the growing design-in opportunities in our region, Cyrod Technologies products are well suited to both the market and our technical capabilities"* stated Alberto Solano, President of Latinrep.

South America is a large consumer of MCU devices so the Cyrod legacy 8051 devices in addition to the new 1T family are well positioned in this market where Latinrep is focused. In adding the Cyrod Technologies line of embedded MCUs, programming tools, and embedded PCI/PCI Express® products, Latinrep can offer its customers a range of innovative and cost-effective embedded design and manufacturing solutions.

### **About Cyrod Technologies**

Cyrod Technologies is a fabless semiconductor and embedded systems company specializing in microcontrollers and development tools for embedded control, communications, and PCI Express connectivity. When founded in 2006, Cyrod acquired Ramtron's 8051 production MCU business (formerly Goal Semiconductor) and has since developed new products to provide a full range of both industry-standard pin compatible and feature enhanced MCU products. The embedded processor family is also augmented by innovative new tools for embedded system development and manufacturing including in system programming, PCI Express/PCI expansion, debug, and manufacturing tools.

For More Information Contact: [info@cyrod.com](mailto:info@cyrod.com)

[www.cyrod.com](http://www.cyrod.com)

### **About Latinrep**

Established in México in 1988, and with offices throughout Mexico, Brasil, and Texas, LatinRep is focused on design wins, sales results, and maximizing market penetration for our principals. Working with CMs and OEMs Latinrep has developed the essential capacity to create the connections and teamwork vital to meet the needs of international design and demand fulfillment requirements.

For More Information Contact: [info@latin-rep.com](mailto:info@latin-rep.com)

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