Cephasonics, Excelpoint sign ultrasound sales deal

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Cephasonics Signs Distribution Agreement With Excelpoint To Support Sales In China

Singapore: Cephasonics signed a strategic distribution agreement with Excelpoint Systems, which is effective immediately, in order to increase their sales coverage and serve their growing customer base. While Cephasonics is a technology-innovation leader focused on delivering mixed-signal semiconductors to ultrasound markets, Excelpoint Systems is a leading demand-creation distributor of advanced technology in 12 major Chinese cities.

"With increased demand for our embedded-ultrasound technology from Chinese medical-equipment manufacturers, we've partnered with Excelpoint to increase our sales coverage and serve our growing customer base," said Mr Danny Kreindler, senior director, marketing, Cephasonics. "The professionalism, passion, and dedication of the entire Excelpoint organization are unparalleled and vital to our mutual success."

Cephasonics released the CSK9130, its second-generation ultrasound beamforming front-end system, late last year. Designed with Cephasonics' award-winning AutoFocustechnology, the incorporated IC is the industry's only available receive beamformer ASSP. The highly configurable, flexible sub-system and IC support a wide range of ultrasonic-based applications from traditional imaging solutions to ultrasound-based point-of-care applications.

Cephasonics also sells its award-winning 16-channel, 12-bit, 65Msps analog-to-digital converter that offers the industry's highest density and lowest power per channel. This device has been designed into medical ultrasound solutions as well as various industrial imaging applications.

"Cephasonics' ultrasound application-programming interface (API) and easy-to-embed sub-systems make it simple for our customers to develop application-specific solutions and thereby speed time-to-market," said Mr Samuel Ge, VP, field applications, Excelpoint China. "The Cephasonics complete front-end sub-system provides the perfect blend of high performance, low power and low cost required by the Chinese medical-equipment market."