



Press Release

For Immediate Release

New Electronic Links International POF Connector System Ideal for Industrial Applications

Binghamton, NY—March 3, 2011—Electronic Links International, Inc. today introduces its new printed circuit board Plastic Optical Fiber (POF) connector and mating POF cable assembly for industrial applications, such as industrial vision, machine control, power system control, solar panel tracking control, and robotics.

Taking advantage of Firecomms' Industrial Data Link (IDL) series Fiber Optic Transceivers (FOT), ELI's new industrial connector system includes connectors with a positive latching mechanism for a stable connection, and can deliver data at a rate of 200 Mbps, up to 50 meters using a POF cable with a 0.3 NA.

Firecomms IDL FOT is a RCLED-based 650 nm solution designed to provide fast data communication links over POF in industrial environments. This FOT is compatible with low voltage differential signaling for seamless integration into existing logic bus structures.

"Firecomms is pleased to have our IDL series FOTs embedded in an additional innovative connector system for industrial applications that require a ruggedized latching connector for demanding environments," says Lawrence Thorne, Firecomms' vice president of sales and marketing for the Americas.

Details about the new printed circuit board connector and cable assembly can be found on the ELI website at www.electronic-links.com. Information about Firecomms industrial FOTs and other products is available on the [Firecomms website](#).

About Electronic Links International, Inc.

Electronic Links International, Inc. develops standard and custom plastic optical fiber connectors, cable assemblies and other devices. By actively participating in standard committees, and working closely with providers of new technology, this U.S.-based company is positioned to bring cutting-edge technology to the market quickly and efficiently. Additional information about Electronic Links International is available at www.electronic-links.com

ELI Introduces Industrial Connector System Based on Firecomms Transceivers

About Firecomms

www.firecomms.com

Firecomms, a semiconductor company, develops high-speed optical components that drive fiber optic networks in home, industrial and automotive applications. The company's revolutionary OptoLock® technology, licensed worldwide, has created the ability to bring fiber into every home in the world.

Firecomms is headquartered in Cork, Ireland and has facilities in Japan and the USA. Additional information about the company can be found on its web site at <http://www.firecomms.com>.

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