

Littelfuse Inc.
8755 West Higgins Road, Suite 500
Chicago, Illinois 60631
p: (773) 628-1000 f: (773) 628-0802
www.littelfuse.com

FOR IMMEDIATE RELEASE

Media Contact:
Rhonda Stratton
Global Marketing Communications Manager
Electronics Products, Littelfuse, Inc.
773-628-0644
rstratton@littelfuse.com
<https://twitter.com/littelfuse>

Littelfuse to Feature “Protect. Control. Sense.” Market Application Solutions at Electronica China 2016

Three New Product Introductions and Three Technical Experts to Deliver Keynote Speeches

Shanghai, China—March 8, 2016—[Littelfuse, Inc.](http://www.littelfuse.com), the global leader in circuit protection, will be on hand for China’s leading exhibition of electronic components, [Electronica China, March 15-17, 2016](http://www.electronicachina.com), displaying a variety of leading-edge circuit protection and sensor solutions for the automotive, LED, industrial, telecommunications, transportation and home appliances markets in Booth No. 3522 (E3 Hall).

Peter Kim, General Manager of Asia Sales for Littelfuse, said of the company’s focus on Asia, “Littelfuse sees continuing opportunities as the Asia electronics markets and its applications evolves throughout diverse market segments. In order to support the rapid changes throughout the Asia electronics markets, we will continue to invest in Asia to maintain our leading industry position.”

Protect. Control. Sense.

The [Littelfuse booth showcases](#) real-world, sensor and board-level circuit protection solutions for the following market applications:

- Automotive and Commercial Vehicle Electronics – Powering and safeguarding vehicle systems, battery protection for electric vehicles
- Transportation, Aviation/Aerospace – High reliability performance under harsh conditions
- Outdoor LED Lighting – Delivering lighting reliability and ROI (return on investment)
- Telecommunications – Ensuring networking and data integrity

- Industrial Automation – Supporting your path your Industry 4.0 and the IIoT (Industrial Internet of Things)
- Whitegoods/Home Appliances – Controlling applications and safeguarding brand reputation

Keynote Speeches

Three technical experts from Littelfuse will also be at the Electronica China exhibition to address the following topics:

- **Electric Vehicle Battery Protection**
DU Yaosheng, Applied Technology Engineering
China International Electric Vehicle Technology Innovation Conference
March 15 (Room M19 at Hall E2, 11:10-11:35)
- **Circuit Protection for High-Wattage Power Conversion Equipment**
JIANG Haofeng, Applied Technology Engineering
International Power Electronics Innovation Forum
March 15 (E3 Hall 2F, M24 Conference Room, 15:00-15:30)
- **Automotive Electronics Circuit Protection Market, Standards, Applications & Solutions**
LI Xiaohui, Applied Technology Engineering
China International Automotive Electronics Innovation Technology Conference
March 16 (E2 Hall 2F, M19 Conference Room, 14:30-15:00)

New Product Releases

In addition to showcasing its diverse product solutions portfolio, Littelfuse will launch three new products also on display in the company's booth including:

- MBR Series Schottky Barrier Rectifier and DUR Series Ultrafast Rectifier Diodes
- DST Series Schottky Barrier Rectifier Power Semiconductor Diodes
- 59040 Series Press-fit Firecracker Reed Sensor and 57040 Actuator

About Littelfuse

Founded in 1927, Littelfuse is the world leader in circuit protection with growing global platforms in power control and sensing. The company serves global customers in the electronics, automotive and industrial markets with technologies including fuses, semiconductors, polymers, ceramics, relays and sensors. Littelfuse has nearly 9,000 employees in more than 35 locations throughout the Americas, Europe and Asia. For more information, please visit the Littelfuse website: littelfuse.com.

###