

Crocus Technology Partners with SUN REP

Expanding its sales presence to the Florida region to drive revenue growth for XtremeSense™ Sensor Products

Santa Clara, California, November 16, 2020 – Crocus Technology Inc., the leading supplier of disruptive XtremeSense™ Tunnel Magneto-Resistance (TMR) sensors, today announces the appointment of SUN REP, Inc. as its exclusive sales representative organization for the state of Florida. This partnership will enable the adoption of Crocus's XtremeSense™ TMR sensor solutions in the medical device, marine navigation, and the aerospace and defense markets throughout the Sunshine State.

SUN REP has a long history of providing high-tech solutions to the Florida market. With a fully staffed office in the Tampa area, and over 100 years of combined experience within its team, SUN REP has a broad customer base and strategic alliances throughout the state. "SUN REP gives Crocus local representation expertise in Florida with key customers in the industrial and medical markets," said Nathan Caughel, Crocus Technology's Senior Sales Director for the Americas. "We see the addition of SUN REP as a key enabler to grow the Crocus brand in the region."

Crocus Technology recently unveiled the electronic industry's first TMR-based contactless, coreless, zero-loss, and miniature sized current Sensor. Expanding on its offering of TMR latch and angular position sensors, the Crocus family of current sensors offer high linearity, high-resolution, and a wide dynamic range in a small form factor. Contactless current sensing gives system designers the ultimate flexibility to place this miniature sensor wherever power monitoring is required. "Crocus's TMR sensor solutions will enhance our portfolio," said Brian Gunnin at SUN REP. "Current sensing, angular position sensing, and digital latch products address the needs we have seen from a variety of customers and applications."

About Crocus Technology

Crocus Technology develops and manufactures state-of-the-art magnetic sensors based on its patented XtremeSense™ TMR sensor technology. Crocus' disruptive magnetic sensor technology brings significant advancements to IoT and smart devices, industrial, consumer, medical, and automotive electronics applications demanding high accuracy, high resolution, stable temperature performance, and low power consumption. Crocus is headquartered in Santa Clara, California. For more information, please visit <http://www.crocus-technology.com>, and <http://www.sunrep.com>.

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