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## Beijer Electronics enters strategic alliance with American QSI Corporation

*Beijer Electronics has entered a strategic alliance with QSI Corporation, a US based company, who develops and sells rugged operator interfaces and mobile data terminals for industrial OEMs and commercial vehicle systems integrators. This strategic alliance will increase Beijer Electronics presence in the US.*

QSI will build its product offering around Beijer Electronics' new software platform iX and sell it through its channels in the US. By including the iX platform in their offering QSI can address the entire market for industrial automation. They will also include Beijer Electronics iX panels in their current product offering.

Beijer Electronics' President and CEO, Fredrik Jönsson, comments on the cooperation: "The cooperation with QSI increases our footprint on the US market. Together we will be able to offer our US customers a strong product range in which our software platform iX is a key component."

QSI designs and sells robust HMI panels and mobile data terminals for use in industrial applications and transport vehicles. Their products, sold under both their own name and as customer specific solutions, are robust and able to withstand extreme environments like vibration, large temperature differences and other environmental parameters. The company operates in the US and is headquartered in Salt Lake City.

The iX platform is by far Beijer Electronics' largest investment in product development and this new software technology provides a scalable and flexible solution that brings simpler programming and facilitates integration with other systems. Five models of the iX panels were launched last fall, and the software is available on a standalone basis for use in existing operator systems.

### For more information, please contact

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*Beijer Electronics is a fast growing technology company with extensive experience of industrial automation and robust data communication, developing and marketing competitive products and solutions with focus on the user. Since its start-up in 1981, Beijer Electronics has evolved into a multinational group with subsidiaries in 14 countries some 500 employees and sales of 1.1 bn SEK 2009. The company is listed on the Nasdaq OMX Nordic Exchange Stockholm's Small Cap list under the ticker BELE. [www.beijerelectronics.se](http://www.beijerelectronics.se)*