

### Omron Launches Application Centre in Europe

**Hoofddorp, Netherlands, Monday, 1st July 2019** - Omron Electronic Components Europe has launched a new Application Centre in Europe, as the next step in its long term Customer Value Generation Strategy.

Located in Hoofddorp, Netherlands, the Application Centre is led by Tomonori Morimura, who has relocated from Japan to Europe to take up the position of Application Centre General Manager. Commenting, he said, "The goal of Omron Electronic Components Europe is to maximize customer's value through our component business. Our new Application Centre will help achieve this goal. First, it enables our development teams to deeply understand our local customers' current and future business and product needs and align our road maps effectively. Second, it will bring a higher level of engineering support to Europe enabling faster response to customer needs and requests. Our approach is to partner closely with customers through design in activity, and to provide solutions with devices and modules based on Omron's technology."



Tomonori Morimura  
Application Centre General Manager

The Application Centre will focus on four major and growing markets: energy, automation, healthcare and mobility and will offer trend setting and innovative technologies. The Application Centre integrates Business Development, Product Marketing, Field Application Engineering and Marketing Communications functions and co-ordinates application-driven sales activities and marketing strategy. The Application Centre will reinforce Omron's focus on high quality and contribute to improving logistics and delivery time by providing flexibility in production. It will also help strengthen and improve Omron's core technologies and ensure that they are applicable to the market.

#### About Omron

Omron Electronic Components Europe is a leader in electromechanical PCB relays, as well as a leading supplier of components such as micro switches, MOSFET relays, DIP switches, photomicrosensors and connectors. Omron has a strong portfolio of innovative technologies including MEMS based pressure, flow and thermal measurement sensors, human face and gesture recognition modules, vibration and tilt sensors.

Omron Electronic Components Europe strongly supports its customers in Western and Eastern Europe, Russia and the CIS through 8 regional offices, a network of local offices and partnerships with specialist, local, regional and global distributors.

Omron Electronic Components Europe is a subsidiary of the Omron Corporation, recognised worldwide as a leader of high quality, high technology electrical and electronic control equipment and component products.

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