

Silicon Line, World Leader in Optical Link Technology for Consumer Electronics, Appoints Feintuch Communications for International PR

NEW YORK and MUNICH, August 27, 2018 – Silicon Line GmbH (www.silicon-line.com), the global leader in ultra-low-power optical link technology for consumer electronics and a broad array of commercial and industrial applications, has selected Feintuch Communications (www.feintuchcommunications.com) to implement an international public relations campaign.

Founded in 2005 and headquartered in Munich, Germany, Silicon Line is the pioneering developer of ultra-low-power optical interconnect technology that enables the use of thin, long, lightweight and very high speed 'active' optical cables for products including TVs, set-top boxes, video game consoles, augmented reality (AR) and virtual reality (VR) headsets and more.

"Our leading-edge technology for lightweight active optical cables is opening the door to new generations of advanced products for consumers and professional customers," said Ruud van der Linden, CEO, Silicon Line. "Our patented technology addresses a short-term marketplace opportunity estimated at \$7 billion by 2020.

"We were impressed with Feintuch Communications' understanding of our market and plans to help us promote the technology to buyers and influencers in North America, Asia and Europe."

Feintuch Communications' Silicon Line team includes Henry Feintuch, president; Doug Wright, senior account director; and Richard Roher, managing partner. Together, the team has decades of AV, semiconductor and related IT infrastructure experience including recently added client ZeeVee, HDMI Licensing Administrator and Legrand and prior work for PowerDsine (power over ethernet technology), M-Systems (flash drive technology) and others.

"Ultra-low-power optical link technology is a game-changing technology that will touch all consumers in the coming years," said Henry Feintuch, president, Feintuch Communications. "The technology will be embedded in automobiles, medical systems, security products and everything from your ultra-thin TV set to gaming consoles, set-top boxes and the coolest new AR and VR headsets. We're proud to have been selected by Silicon Line to spread the word to product designers as well as inform the business and financial communities."

About Silicon Line

[Silicon Line GmbH](#) is the global leader in ultra-low-power optical link technology enabling thin, lightweight and long high-speed cables for consumer electronics, commercial and industrial applications. The company develops and manufactures integrated circuits and modules which allow a simple, low-cost, high volume assembly of active optical cables. Founded in 2005, Silicon Line is based in Munich, Germany with offices in Korea, Japan, Taiwan, China and the United States.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is an award-winning strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance (www.PRWorldAlliance.com), the firm specializes in B2B and B2C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

#

For further information: Feintuch Communications: Henry Feintuch (212.808.4901) or henry@feintuchpr.com
