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## **NEWS RELEASE**

### **Simms appointed distributor of Novachips products in the UK**

Simms International plc is proud to announce that they have been appointed as the first UK distributor for South Korean manufacturer Novachips.

Novachips is a market-leading provider of flash processors and high capacity storage devices ranging from 256GB to 12TB capacity with SATA3 and PCIe interface. The Express series of SSD's offer blistering sequential read/write speeds of upto 1500 MB/s. Current SSD capacity is based on 2D-HLNAND and Novachips is planning to double capacities by adopting 3D-HLNAND in 2017.

*SJ Yoo, Novachips "The UK market is new to Novachips and we are delighted that we have partnered with Simms, the UK's leading memory and storage experts as our first UK distributor. This partnership ensures that our products will be well positioned in the UK. Simms has an extensive network across many industries of which our products are suited."*

*Andrew Henderson, Managing Director of Simms International continues "Novachips products are a new and exciting concept that has rewritten NAND Flash architecture for the SSD market. Their strong product portfolio is ideal for Military and Enterprise markets where high capacity storage and constant performance is crucial and we look forward to working with them."*