

Press Release

Berlin, March 8, 2018

Kithara expands business in Asia



Kithara Software, innovator for PC-based real-time, has announced two new distribution partnerships in South Korea as well as Malaysia. With these two new representations, the Berlin software enterprise will expand its market presence within the Asian region.

Going forward, distribution of Kithara products and service in South Korea will be assumed by Soltron Corporation, whereas the Malaysian market will be covered by Advance Ultravision, a provider of machine vision solutions.

Besides the long-standing and productive business partnership in the USA, the Chinese market has already been successfully opened up thanks to the cooperation with LinkControl since 2014. With the two new distribution partners, Kithara also establishes itself within those language regions. The resulting improved communication is especially important for Kithara in order to better consult individual customers and provide optimal support on site.

“For Kithara, Asia is already one of the most profitable international markets—an expansion within the region was the logical consequence. In general, global presence has become a crucial factor for Kithara as well, as it also allows us to gain detailed insights into technological trends of the respective

Responsible

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regions. This, in turn, can then be taken into account when considering our own developments.”, Uwe Jesgarz, managing director of Kithara Software GmbH, added.

Kithara RealTime Suite is used worldwide for industrial projects with real-time requirements. For Kithara, the representations in South Korea and Malaysia are the next step in the ongoing international distribution expansion. By widening its global presence, the software development company will further expand on its strong growth of the past financial years.

About Kithara Software GmbH

Kithara Software is a specialist for real-time solutions, especially for the Windows® operating systems family. The real-time extension RealTime Suite is a comprehensive system library for hardware-dependent programming, communication, automation and image processing in real-time. The software is an easy-to-use and powerful technical basis for advanced applications in robotics, image processing, measurement and control engineering as well as automation. It is the key element in machine building, for testing rigs and other specialized applications. Kithara Software has representations for USA, Canada, China, Malaysia, South Korea, Australia as well as New Zealand and supports global companies in their innovative projects.

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