



Press release

Creative Electron Appoint Repstronics in Mexico

With what seems to be perfect timing, with SMTA Guadalajara less than a week away, USA's largest x-ray manufacturer has appointed Repstronics to represent them throughout Mexico.

Creative Electron President, Dr. Bill Cardoso said, "The market here in Mexico is important to us and providing even greater access for Mexican manufacturers to our products will create a lot of additional opportunity." Adding, "I am delighted to have such an important partner in the region, with a great pedigree supporting some of the most successful equipment and software vendors in the industry."

One of the latest "TruView Parts Counter AI" is on its way to Guadalajara where it will be on display at SMTA Guadalajara next week (booth #126), before being installed at Repstronics' demo center in the city. The software team at Creative Electron, led by CTO Anh Nguyen, has developed a custom AI engine that adds features like incorrect label, missing components and counterfeit detection making the "TruView Parts Counter AI" not only the fastest and most accurate, but now the smartest.

Repstronics Sales Manager, Ignacio Lopez Arroyo added, "We are very pleased to be adding this technology to our portfolio here in Mexico. The market is making rapid progress towards smart factory solutions and Creative Electron with their advanced AI driven software has an important role to play". Ignacio went on to say, "Counterfeit detection is increasing in importance as component shortages continue, combined with the quality and performance benefits that Creative Electron delivers, it's a compelling solution at a competitive price. We're proud to be representing the company and their products throughout Mexico."

Those visiting SMTA in Guadalajara next week will see the TruView Parts Counter AI on Creative Electron's booth #126 and have a chance to chat with Carlos Valenzuela, Creative Electron's VP of Engineering and Carlos Abundez, their General Manager for Mexico.

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You can learn more about Creative Electron at www.creativeelectron.com

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https://www.youtube.com/watch?time_continue=1&v=DrjFQbZzQCs

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