

**FOR IMMEDIATE RELEASE**  
**January, 2018**

**PRESS & MEDIA INQUIRIES**

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***Visual Communications Company Launches Versatile 7-Segment Display Series***

Thin DSM7T Series 7-Segment Single Digit Display Offers Flexibility & Convenience for a Wide Range of Applications

SAN DIEGO, CA (January, 2018) — Visual Communications Company (VCC), the global leader in indication and specialty illumination solutions, recently launched the DSM7T Series, the latest rugged and efficient LED solution in its numeric display portfolio.

Available in blue, red and pure green LEDs, these thin numeric displays are ideal for a wide range of applications, including industrial devices, light controls, medical and transportation equipment.

“The DSM7T Series really shines when a two or more seven-segment displays are connected to each other and decimals are valuable to communicating with operators or end users,” stated Sannah Vinding, Director of Product Development and Marketing at VCC. “Other key features of great value to our clients are the side-by-side mounting capability that saves space on the PCB, and SMD technology that eliminates additional soldering and manual labor, both features providing significant cost savings during assembly.”

The DSM7T Series displays are available in top-mount or reverse-mount configurations in blue, red and pure green. Their tape and reel configuration make it easier than ever for mass assembly and production.

The series is available in three digit heights: 0.28”, 0.39” and 0.56” and each numeric display is compliant with RoHS and REACH requirements and has earned a dust-protection rating of IP50.

The DSM7T Series is available through distribution channels in January 2018.

## **About VCC**

Visual Communications Company, LLC (VCC) is a recognized leader in the illuminated electronic global market with unparalleled distribution of high quality, reliable LED-based components, solutions and customer service. Over the past 40 years, VCC has been an innovative developer and manufacturer of a broad product line for commercial and industrial markets including aerospace, medical device, telecom, transportation, people movers, IoT indication, hospitality and architectural lighting solutions.

VCC has earned the reputation for being one of the easiest and best companies to do business with by continually exceeding customer expectations. VCC has changed the way customers communicate with illuminated components. Headquartered in San Diego, California with international manufacturing operations, you can learn more at [vcclite.com](http://vcclite.com).

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