

PRESS INFORMATION

- FOR IMMEDIATE RELEASE -

Avnet Memec introduces new PXA168 application processor from Marvell

Poing, 24th February, 2009 – Avnet Memec, the highly specialised semiconductor distributor of Avnet Electronics Marketing EMEA, is introducing the latest processor of Marvell. The Marvell® PXA168 is the first in a family of applications processors targeted at mass market opportunities in computing and digital consumer devices and embedded applications as well. The Marvell PXA168 is based on the history of the successful PXA270 and PXA300 processors combined with a new innovative architecture that delivers the processing capabilities of an entry-level laptop to instant-on, digital consumer devices by enabling full-featured web surfing, Internet widgets, multi-format video, Adobe Flash-based content playback, image processing, video conferencing and advanced graphical user interfaces (GUIs) – at consumer price points with ultra-low power for longer battery life.



Incorporating Marvell Sheeva™ technology, this new class of applications processor is scalable beyond 1GHz to enable converged devices. Devices powered by the Marvell PXA168 can include portable navigation devices, media players, automotive dashboard displays and infotainment systems, home automation, industrial visualization and other devices that utilize Internet connectivity, media processing and touch screen interfaces.

About Avnet Memec

Avnet Memec, an independent business unit of Avnet Electronics Marketing EMEA, is a highly specialised semiconductor distributor, operating on a pan-European basis and employing a significant number of engineers to support customers' design efforts. Avnet Memec specialises in highly innovative suppliers and technologies, which will help a variety of customers to differentiate their designs. Its area of specialisation extends from Analog and Microcontrollers to RF, Datacom and Networking. The company operates from 30 offices in 17 European countries and represents major semiconductor franchises on a pan-European basis. Its many major supplier partners include Cirrus Logic, Lattice, Marvell, NEC, and Silicon Laboratories. The company's Web site is located at www.avnet-memec.eu

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