

PRESS INFORMATION

- FOR IMMEDIATE RELEASE -

Avnet Memec to attend embedded world 2009

Poing, 9th February, 2009 – Avnet Memec, the highly specialised semiconductor distributor of Avnet Electronics Marketing EMEA, is exhibiting at embedded world 2009 in Hall 12/422. The trade show is one of the world's biggest exhibitions for embedded technologies.

Avnet Memec's highly skilled application engineers will present the latest products, technologies and solutions focussing on **Industrial Networking, Analog & Sensors, Wireless Connectivity** and **Microcontrollers & Microprocessors**. At different demo stations Avnet Memec demonstrates solutions featuring e.g. Power over Ethernet, IEEE1588, ARM Cortex-M3, Smart Motor control, Audio Video Bridging, low power ARM9+, 10Gbit Ethernet switching and GPON (Gigabit Passive Optical Network). Additionally Avnet Memec presents at one demo station solutions of Maxim Integrated Products.



Rainer Maier, Manager Technical Sales Germany at Avnet Memec comments: "Avnet Memec offers market knowledge and support for technologies and products that provides differentiation beyond the mainstream semiconductor technologies. We support our customer from the concept phase till implementation and guarantee a fast realisation of the projects (time-to-market) with cost-efficient and competitive solutions. At embedded world we represent innovative semiconductor specialists with unique products and technologies. We are looking forward to the show."

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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