

PRESS INFORMATION

- FOR IMMEDIATE RELEASE -

Connect One signs Avnet Memec as its EMEA distribution partner

Poing, April 29th, 2009 – Avnet Memec, the highly specialized semiconductor distributor of Avnet Electronics Marketing EMEA, announced today that it has signed a pan-European distribution agreement with Connect One Ltd. Under the terms of this agreement, Avnet Memec will distribute Connect One's complete range of embedded chips and embedded device servers, which IP-enable any device over wired and wireless LANs, effective since April 1st. Avnet Memec has also launched an [American agreement](#) with Connect One.

Connect One creates innovative, cutting edge iChip™ updateable Internet Controller™ chips and iChip based Embedded Device Servers (very small form factor modules) that dramatically reduce time-to-market for wired and wireless systems designers and simplify the inclusion communication into a customer's design. Typical design time is one man-month for the iChips, and the embedded device server products are plug & play.

"We are very pleased that Connect One has chosen Avnet Memec as their pan-European distributor. It highlights Connect One's trust in our expertise in the field of marketing and selling wired and wireless technology across Europe. Connect One's products fit well into our technology strategy, and our model is well aligned to Connect One's expectations. We are excited to work with Connect One in bringing these leading edge products to customers throughout EMEA," stated **Jon Ellis, vice president Technical Marketing of Avnet Memec**.

According to **Ariel Shulman, vice president Sales for Connect One**, "Connect One is excited to partner with Avnet Memec in EMEA. Avnet Memec's technical expertise and complementary product lines like Marvell and Wi2Wi will allow Connect One customers to source their entire M2M communication needs from one distributor. Customers will be able to launch products quickly with Connect One modules and easily move to lower-cost chip-based PCB designs as quantities increase. Furthermore, customers will enjoy access to Avnet Memec's world-class inventory and logistics systems, facilitating their production planning."

About Avnet Memec

Avnet Memec, a 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 business unit operates out of 31 offices in 19 European countries and represents major semiconductor franchises on a pan-European basis. www.avnet-memec.eu



About Connect One

Established in 1996, Connect One Ltd. is widely regarded as the device networking authority, with many innovative firsts to its credit. The company manufactures semiconductors and device servers that facilitate secure, reliable and robust Internet Protocol-based communication for everyday devices. Connect One is privately owned, with offices in San Jose, CA, and Kfar Saba, Israel. For further information about Connect One solutions, please visit www.connectone.com, call +972 9 766 0456, or email inquiries to sales@connectone.com.

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