

## PRESS RELEASE

### Avnet Memec combats turbulence in flash memory market with SST solutions

**Poing/Germany. 13th May 2009** – Avnet Memec, the highly specialized semiconductor distributor of Avnet Electronics Marketing EMEA, announced today that it is selling a comprehensive range of flash memory products from Silicon Storage Technology (SST). These are particularly interesting for customers looking for alternative products as a result of the current turbulence in the market.

“Many manufacturers have reacted to the downturn in the flash memory market with wide-ranging cancellations of their flash memory products. Also, reports of financial difficulties among manufacturers are leading to more uncertainty among customers, while prompting end users to start looking around for alternative solutions,” explains **Rainer Maier, Manager Technical Sales Germany, Avnet Memec.**

SST develops, manufactures and markets a wide range of memory products for high-volume applications in the digital consumer, networking, wireless communication and internet computing markets. With its patented SuperFlash® technology, the company is also a leading provider of non-volatile memory solutions with product families that include high-functionality flash memory components and flash-based mass storage products.

The SST product portfolio comprises Parallel Flash modules in x8 and x16 organization, as well as serial flash products, ComboMemory™, embedded controllers, NANDrives, communication ICs and smart card ICs.

The company also provides very small block sizes of 4KB and a highly effective NOR flash structure that delivers multiple benefits to customers. These include:

- Fastest write and erase times
- Lowest power consumption
- Lowest proportion of logic in a NOR flash memory (smaller die size)
- SPI, SQI, and parallel interfaces.

**Maier** adds: “We’re ready to support users and customers with detailed advice on this subject and to help them select the right type of alternative Silicon Storage Technology product to best suit their applications.”

#### **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 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](http://www.avnet-memec.eu)

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