

## Press Release

### **Avnet Memec to attend electronica 2008**

**Poing – October 2008** – Avnet Memec, the highly specialised semiconductor distributor of Avnet Electronics Marketing EMEA, is exhibiting at electronica 2008, the largest international trade show for the electronics industry. From November 11- 14 Avnet Memec will present the latest products and technologies in hall A3/475.

Avnet Memec will focus on four sectors **Analog & Sensors, Wireless Connectivity, Wired Communications** and **Microcontrollers & Microprocessors**. For each of these areas Avnet Memec will provide an overview and detailed information at its demo stations. Highly skilled application engineers of the company will present and explain the latest products, technologies and solutions to customers and visitors.



The Analog & Sensors demo station will show solutions of UPEK, Semtech, Cirrus Logic and Maxim. At the Wireless Connectivity area technologies of Silicon Laboratories, Maxim, Semtech, Wi2Wi, BlueGiga, Nordic, Wavecom, Triquint and NEC Electronics will be presented. Marvell, Silicon Laboratories, NEC Electronics, Zarlink and SMSC products are demonstrated at Wired Communication. The fourth area will focus on Microcontroller & Microprocessors of NEC Electronics, Silicon Laboratories, Luminary Micro, Zilog, Maxim, AMCC, IBM and PMC-Sierra.

Furthermore Avnet Memec will have an additional demo station showing the latest highlights of the model railroading vendor Märklin.

“We offer market knowledge and support for technologies and products that provides differentiation beyond the mainstream semiconductor technologies”, says **Rainer Maier, Manager Technical Sales Germany at Avnet Memec**. “At electronica 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 business unit operates out of 30 offices in 17 European countries and represents major semiconductor franchises on a pan-European basis.

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