

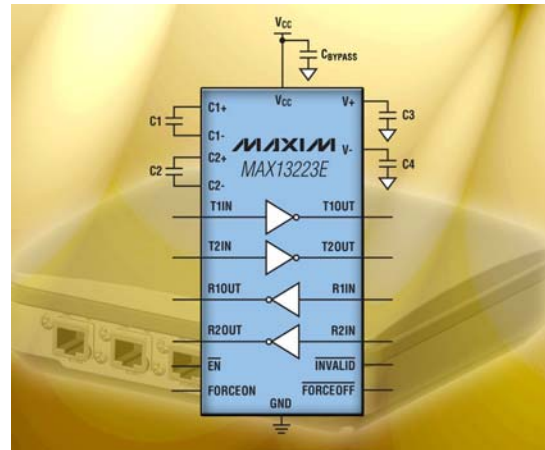
PRESS INFORMATION

- FOR IMMEDIATE RELEASE -

Avnet Memec adds the first overvoltage-protected RS-232 transceiver of Maxim to its Portfolio

Poing, 29th October 2009 - Avnet Memec, the highly specialised semiconductor distributor of Avnet Electronics Marketing EMEA, introduces the MAX13223E, a $\pm 70\text{V}$ fault-protected, dual-channel RS-232 transceiver from Maxim Integrated Products.

Pin compatible with the industry-standard MAX3223E, the MAX13223E is the first overvoltage-protected RS-232 transceiver on the market. It integrates $\pm 70\text{V}$ fault protection on the RS-232 interface pins, thus eliminating the need for external fault-protection circuitry, such as polyswitch limiters and zener diodes. Integrated fault protection is critical for applications in which power and data are transmitted along the same cable, as it prevents user errors and keeps damaged cables from being shorted directly to the interface pins. The MAX13223E is designed for automotive applications, telematics, base stations, utility meters, industrial equipment, point-of-sale (POS) terminals, and telecom equipment.



The MAX13223E operates from +3.0V to +5.5V and provides an EIA/TIA-232 and V.28/V.24 communications interface with automatic shutdown and enhanced ESD protection. It is fully specified over the -40°C to $+85^{\circ}\text{C}$ extended temperature range and is available in a 20-pin TSSOP package.

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

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