

PRESS INFORMATION

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embedded world 2010: Avnet Memec presents latest innovations

Poing, January 25, 2010 – Avnet Memec, the highly specialised semiconductor distributor of Avnet Electronics Marketing EMEA, is attending embedded world 2010, March 2-4 in Hall 12/422. The trade show is one of the world's biggest exhibitions for embedded technologies.

With a range of demo stations on its stand, Avnet Memec staff will be demonstrating solutions focusing on *Microprocessors & Industrial Networking, Analog & Sensors, Wireless Connectivity, and Microcontrollers and FPGAs*. A team of highly skilled application engineers will present and explain the latest products and technologies. Avnet Memec is also featuring the latest innovations regarding ARM: From ARM Cortex-M3 up to Dual Core Processors (1.5GHz). Additionally, Avnet Memec will be presenting solutions from Maxim Integrated Products on one of the demo stations.



"Last year was a tough one for our industry. But based on the recent developments, we are confident for 2010 and embedded world gives us the opportunity to show it", comments **Rainer Maier, Manager Technical Sales Germany at Avnet Memec**. "We offer our customers market knowledge and support for technologies and products that provides differentiation beyond the mainstream semiconductor technologies. As a distributor, Avnet Memec supports customers from the concept phase right through to implementation. We help ensure fast project executing for rapid time-to-market with cost-efficient and competitive solutions. We are looking forward to

meeting existing and future customers at the show."

Come and visit Avnet Memec at embedded world 2010 in Hall 12 / booth 422.

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 31 offices in 19 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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