

PRESS INFORMATION

- FOR IMMEDIATE RELEASE -

Laird Technologies signs Avnet Memec as pan-European distributor

Laird Technologies strengthens Avnet Memec's presence in the RF and wireless market across Europe

Poing, April 28th, 2010 - Avnet Memec, the highly specialised semiconductor distributor of Avnet Electronics Marketing EMEA, announced today that it has signed a pan-European distribution agreement with Laird Technologies. Under the terms of this agreement, Avnet Memec will distribute Laird Technologies' wireless M2M and telematics solutions including ZigBee®, Bluetooth®, WiFi and proprietary radio modules. The agreement will be effective immediately.

Laird Technologies is a global market leader in the design and supply of electromagnetic interference (EMI) shielding, thermal management products, mechanical actuation systems, signal integrity components, and wireless antennae solutions, as well as radio frequency (RF) modules and systems.

The recent acquisition of Spectre Communications Limited strengthened Avnet Memec's market position as the RF and wireless specialist across Europe, and this agreement builds on that foundation.

Jon Ellis, vice president Technical Marketing Avnet Memec, said: "Laird Technologies has proven expertise and understands how to define and design wireless solutions which match specific market needs. This, together with expertise of the Avnet Memec Wireless team, will bring value to our customers' designs."

"Avnet Memec is a strong player in the RF and wireless market and their breadth of product offerings will help Laird Technologies in bringing our leading edge products to customers throughout EMEA," added Carl Baker, sales director Laird Technologies.

Laird Technologies wireless M2M solutions are ideal for the automotive, retail and ePOS, fleet management, healthcare, finance, security, asset management and many other industries. The Laird Technologies product lines enable Avnet Memec to further expand its wireless technology offering with:

- Specialist Proprietary RF Modules optimised for applications where maximum range or minimum power is paramount
- ZigBee® Modules designed using ultra-low power design experience, to deliver very long range, and comprehensive commissioning tools and software
- A high performance and diverse range of Bluetooth® modules based on CSR including very low power, very long range, embedded stack and rich multi media functionality
- WiFi modules allowing any equipment to be Internet enabled even with no host processor by using on board intelligence, a simple scripting interface (UWScript), and configurable I/O, and ADC.

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 Laird Technologies, Inc.

Laird Technologies designs and manufactures customized, performance-critical products for wireless and other advanced electronics applications.

The company is a global market leader in the design and supply of electromagnetic interference (EMI) shielding, thermal management products, mechanical actuation systems, signal integrity components, and wireless antennae solutions, as well as radio frequency (RF) modules and systems.

Custom products are supplied to all sectors of the electronics industry including the handset, telecommunications, data transfer and information technology, automotive, aerospace, defense, consumer, medical, and industrial markets.

Laird Technologies, a unit of Laird PLC, employs over 10,000 employees in more than 39 facilities located in 13 countries.

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