

Avnet Memec Promotion Supports Energy-Sensitive Embedded Development

First of four Energy Micro starter kit promotions in 2012 enables designers to discover leading energy-friendly ARM[®] Cortex[™]-M microcontroller family

Poing, Germany, 13 December, 2011 - Avnet Memec, the highly specialized semiconductor distributor of Avnet Electronics Marketing EMEA, is kicking off 2012 with the first of four microcontroller development giveaways, each of which will offer the chance to bag one of 200 free starter kits for Energy Micro[®]'s innovative ARM[®] Cortex[™]-M devices.

The first promotion is for the Energy Micro Tiny Gecko Starter Kit (STK) supporting the ultra low-power EFM32 Tiny Gecko microcontroller. The kit allows a fast start to new designs by providing a ready-to-run evaluation board and software, as well as demonstration IP for exploring the device's sensing and HMI features. With a segment LCD, user pushbutton, LED indicator and touch controls on board, the kit helps speed up completion of projects such as energy metering, sensing and automation, security monitoring and medical devices. A free STK will be given to the first 200 visitors to register at www.avnet-memec.eu/geckotogo.

EFM32 Tiny Gecko microcontrollers combine a 32MHz ARM Cortex-M3 processor with innovative power-management and peripheral features to satisfy energy sensitive applications. The EFM32TG can maintain significant functionality, including displaying custom LCD animations, while in deep-sleep mode, but can wake extremely efficiently to resume full operation. The integrated Low Energy Sensor (LESENSE) module, Low Energy UART (LEUART) and Peripheral Reflex System (PRS) allow functions such as sensor monitoring, capacitive touch, UART communication and peripheral interactions such as timer-triggered ADC sampling to continue in deep sleep without CPU intervention.

Over the next nine months, Avnet Memec will hold a further three promotions, each giving away 200 kits for Energy Micro EFM32 Leopard Gecko and EFR32 RF-enhanced microcontrollers based on Cortex-M3, and the EFM32 Zero Gecko Cortex-M0 series.

In total, Energy Micro's EDN China 2011 Innovation Award-winning EFM32 Gecko product range comprises more than 180 devices featuring ARM Cortex-M3 or Cortex-M0 processors. Avnet Memec supports the complete EFM32 portfolio throughout Europe as part of its distribution agreement with Energy Micro, and provides a high level of technical support to customers building energy-sensitive embedded computing solutions.

About Avnet Memec

Avnet Memec, a business unit of Avnet Electronics Marketing EMEA, is a highly specialized semiconductor distributor, operating on a pan-European basis and employing a significant number of engineers to support customers' design efforts. Avnet Memec specializes in highly innovative suppliers and technologies, which will help a variety of customers to differentiate their designs. Its area of specialization 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. More information can be found at: www.avnet-memec.eu

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