

## **PRESS INFORMATION**

**- FOR IMMEDIATE RELEASE -**

### **Avnet Memec Showcases Silicon and Solutions for Industry, Smarter Energy, and End-user Technology at Embedded World 2012**

**Poing, Germany, January 18 2012** – Avnet Memec is committing its booth at Embedded World 2012 to demonstrating new solutions for smart innovation from the world's best semiconductor companies. "Electronic technologies hold the key to progress by innovating and by managing precious resources efficiently; it is vital for today's engineers to find out how to harness the latest advances," explained Rainer Maier, Technical Sales Manager at Avnet Memec.

The booth, **no. 122 in hall 4A**, will contain three key presentation areas, including multi-supplier technology-focused demonstrations, a focus area dedicated to suppliers PLX Technology, Marvell, Intersil and Echelon, plus the dedicated "Maxim Tech Lounge". Visitors will also have the chance to meet product experts from those manufacturers on the Avnet Memec booth.

#### **Dedicated Supplier Demostations**

- **PLX Technology** will have one of the four supplier-focus stations, in which visitors will witness the large range of PCI Express® silicon as well as USB3.0 and 10Gb Ethernet devices.
- **Marvell** will use the opportunity to showcase its latest ARM processing solutions including multi-core devices up to 2 GHz, as well as audio/video bridging, multi-port 10Gb Ethernet transceivers and switches.
- **Intersil** will bring to Nuremberg its most advanced and accurate signal-chain ICs supporting high-accuracy conversion, or integrated video, plus power management solutions for Intel and AMD processors.
- In the **Echelon** focus area, visitors will be able to witness devices and systems interoperating seamlessly to support smarter building services or utilities such as street lighting and solar-power generators.

#### **Maxim Tech Lounge**

Avnet Memec presents the Maxim Tech Lounge on its booth, a dedicated area where Maxim is showcasing several demonstrations, focusing on green power, energy management and the signal chain. Highlights are powerline communications for noisy industrial environments and a space-saving 10W H-bridge transformer driver for isolated power supply designs. Power management ICs will also be presented as well as the industry's smallest, full-featured solution supporting connectivity with sensors and actuators using the efficient and future-oriented IO-Link protocol.

### Technology-focused Demostations

- The **analog and power** demonstrations will focus on solutions driving up accuracy and efficiency, including advanced conversion devices, integrated smart metering IC with on-chip energy-measurement capability as well as digital isolation ICs.
- As **industrial communication** increasingly rely on real-time performance rich data underpinning advanced products and services, Avnet Memec is also exhibiting in-depth support for real-time Ethernet (IEEE 1588) products and high-bandwidth fibre-optic transceivers as well as Power over Ethernet (PoE) solutions.
- A comprehensive portfolio citing from low cost to high end **microcontroller and microprocessor** with an extensive set of peripheral functions from various suppliers.
- Championing new modular **wireless products** and reference designs from key suppliers, the booth will also feature demonstrations of WLAN Modules, Plug & Play GSM- and UMTS-Modems for M2M or Tracking Applications as well as various ISM Band solutions.

Avnet Memec will be showcasing its advanced solutions for embedded applications, working with further supplier partners: Allegro, APM Communication, Applied Micro, Cirrus, Coilcraft, e2V, Energy Micro, Finisar, Greenliant, GSI, Ipdia, Laird Technologies, Leadtek, Microsemi, Pericom, PMC Sierra, Renesas, Semtech, Sierra Wireless, Silicon Labs, Smarteq, SMSC and Wi2Wi at the Nuremberg Exhibition Centre - the venue for Embedded World Exhibition and Conference 2012 - in hall 4A booth 122 from February 28 to March 1.

### 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](http://www.avnet-memec.eu)

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