



**PRESS INFORMATION**

## Avnet Memec – Silica to host over 60 demos and exclusive IoT solutions at Embedded World

**Poing, Germany, 2<sup>nd</sup> February 2016** – Avnet Memec - Silica, an Avnet, Inc. (NYSE: AVT) company, has announced the company will be using Embedded World 2016 in Nuremberg to launch and show a range of innovative solutions. The 250sqm booth will host a demo and solution area where Avnet Memec – Silica will be running over 60 demos on seven demo stations. The solution area will showcase demos which address a range of challenges encountered by design engineers, including enabling companies to benefit from the vast opportunities offered by advanced Internet of Things products, systems and technologies.



The seven demo-stations will include advanced technologies in the areas of connectivity, FPGAs and SoCs, sensors and signal chain, power, and microcontrollers and microprocessors. A second element will be the 'Solutions Area' focussing on key technologies required for IoT product and system deployment, including: FPGA and microprocessor-based video systems and camera modules; datacom solutions based on QorIQ communications processors; and key IoT security technologies such as Secure Element and eUICC.

A key IoT development platform also on show at the Avnet Memec - Silica stand will be the revolutionary Renesas Synergy Platform. The solution integrates qualified software with a new family of microcontrollers and an ecosystem of tools and support options into one scalable and secure platform, enabling rich software development for an unlimited number of end products.

The company will also host a seminar on the IoT in industrial applications, entitled 'Sense, Connect, Control and Actuate' and based on products and technologies from leading

semiconductor vendor STMicroelectronics. The seminar will run over four sessions of 30 minutes each, between 09:00–12:00 on Wednesday 24 February.

The booth will also feature a Maxim Integrated area, where Maxim Integrated will exclusively showcase solutions for power, industrial drivers, and real time clocks as well as a host of reference designs.

Avnet Memec – Silica will also be launching an innovative edge-to-enterprise reference platform ‘Visible Things’ for industrial companies at the show. Taking advantage of both short-range and wide-area-networking technologies, the offering will include IoT edge-product development solutions, advanced connectivity, secure gateways and cloud services for advanced data analytics.

Avnet Memec - Silica will be in hall 1 on stand 1-370 at Embedded World 2016 in Nuremberg, Germany on 23-25 February. The booth will feature a twitter wall, and Avnet Memec – Silica will be tweeting all the news and events during the show on twitter with the hash tag #AvnetEW2016.

###

#### **About Avnet Memec - Silica**

Avnet Memec - Silica is the European semiconductor specialist of Avnet, Inc., one of the leading global distributors. Customers may expect state-of-the-art technologies, comprehensive technical support and advanced supply chain and logistics services. Avnet Memec - Silica is a partner of leading semiconductor manufactures and innovative solution providers over many years. With a team of more than 200 application engineers and technical specialists, Avnet Memec - Silica supports projects all the way from the idea to the concept to production. For more information, visit [www.avnetmemec-silica.com](http://www.avnetmemec-silica.com)

#### **About Avnet, Inc.**

From components to cloud and design to disposal, Avnet, Inc. (NYSE:AVT) accelerates the success of customers who build, sell and use technology globally by providing them with a comprehensive portfolio of innovative products, services and solutions. Avnet is a Fortune 500 company with revenues of \$27.9 billion for the fiscal year 2015. For more information, visit [www.avnet.com](http://www.avnet.com).

#### **Avnet Memec - Silica Press Contact**

Anja Woithe, Senior PR Manager Avnet EM EMEA

Phone +49 (0)8121 774-459

[Anja.woithe@avnet.eu](mailto:Anja.woithe@avnet.eu)