

PRESS INFORMATION

- FOR IMMEDIATE RELEASE -

Embedded World 2009:

SILICA dedicates second stand to Intel Atom™

Distributor SILICA dedicates second stand to power saving Atom™ processors

Poing, Germany. March 2009 -- Semiconductor distribution specialist SILICA, an Avnet Company (NYSE:AVT), is devoting a second stand at Embedded World 2009 in Nuremberg solely to the theme of Intel Atom™ for embedded applications. Together with some of its key clients in the German industrial computing market – including Beckhoff, EEPD, Lippert, MEN, Microsoft, MSC and Phytex – SILICA will be presenting the entire range of possible applications for the power-saving Atom™ technology.

According to Karlheinz Weigl, SILICA's VP Sales Central Europe, Atom™ heralds a new age in the low-power computing segment. "Its maximum power loss of about 5W for the combination of processor and system controller hub means that it can do without active cooling, and enables its use in segments that have previously been dominated by ARM and PPC-based products. Also, the mobile/micro architecture's intelligent power management functions have been merged with the architectural traits of Core micro architecture. This has enhanced it in some essential respects and optimised it for embedded applications."

Underneath a floating Atom model, SILICA and Intel will provide hands-on expertise, show a wide range of development boards, and enable visitors to ask questions and share their experience with the Atom™ experts on the stand.

A highlight is the raffle of ten Asus Netbooks at the booth. The SILICA / Atom™ booth is in hall 2 / 330 (opposite SILICA's main booth in hall 2 / 230).

About SILICA

SILICA, a division of Avnet Electronics Marketing EMEA (Europe, Middle-East, Africa), is a highly specialised semiconductor distributor. SILICA operates 37 branch offices throughout Europe and provides customers with a broad portfolio of semiconductor products from 24 leading vendors along with in-depth technical support and the full set of logistics and value added services. The company's Web site is located at www.silica.com.

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