

PRESS INFORMATION

- FOR IMMEDIATE RELEASE -

Embedded World 2009:

SILICA showcases RFID and energy retrieval

Poing, Germany. 18th February 2009 -- Semiconductor distribution specialist SILICA, an Avnet Company (NYSE:AVT), is focusing on RFID, Near Field Communications (NFC) and energy recovery at this year's Embedded World trade show in Nuremberg from 3rd – 5th March. SILICA has a 90m² booth in hall 12 / 230 where it is demonstrating practical applications specially developed for the show with its partners.

“Despite the difficult economic situation, in the overall market there are tremendous opportunities for growth in the RFID area. The technology is developing quickly, and the industrial sector in particular is increasingly looking for smart projects”, explains Karlheinz Weigl, SILICA's Vice President Sales Central Europe. At Embedded World, SILICA will be demonstrating several solutions, including an NFC e-payment application for point-of-sale systems that is supported by NXP, and a Texas Instruments based access control application developed by its partner GMK.

Another highlight on the SILICA booth is an integrated solution for kinetic energy retrieval. Using a bicycle, engineers will demonstrate how kinetic energy can be recovered by means of a generator and then reused. The built-in electric motor stores energy as the bike slows down while reducing mechanical wear and tear on the braking system. The stored energy can then be reused when the bike needs to accelerate.

“Kinetic energy retrieval will in future be mandatory in Formula One. Visitors to our booth can test it for themselves – not in a racing car, but we will be giving a prize to every energetic pedal pusher,” promises Weigl.

Silica is exhibiting in hall 12 on booth 230. In addition to the main stand, the distributor is devoting a second stand (12-330) solely to the theme of “Intel Atom™” for embedded applications.

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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