

Silica opens its technical expertise to Designers' Community

Poing, 6th September 2010 – Silica, an Avnet Company (NYSE: AVT), pan-European semiconductor distribution specialist, has launched a designers' community providing unprecedented open access to local in-house engineering expertise. The Silica Designers' Community is integrated into the company's new web site, www.silica.com, and provides a portal to forums, video content and technical resources supported by the distributors own front-line engineers.

Miguel Fernandez, SILICA President, said: "SILICA has experienced exceptional growth since our inception, we have advanced to a 1Billion \$ company, serving over 15,000 customers across Europe. The new site not only meets the needs of our rapidly growing customer base and engineering community, but will also grow with us in the future." Our web technology has caught up with what customers and suppliers expect from a distributor's online service offering: Alerting-type capabilities for quick and easy access to new products and solutions, technical support, and a place where engineers can directly interact with our application specialists or other community members."

Members of the community are being encouraged to post questions on the range of Silica areas of technology expertise such as programmable logic, microcontrollers and processors, analog/power, RFID, lighting and metering. Community management is supported by local champions from across Europe.

Unlike existing communities for electronics engineers, members of SILICA's Designers' Community can expect swift and relevant responses to forum posts. Answers provided by the community will be supplemented by responses from Silica's field application engineers, with community managers ensuring that all queries are addressed rapidly. The Silica FAE team includes over a hundred field applications engineers across Europe with a huge variety of skills and specialist knowledge, representing a level of design community resource hitherto unavailable from silicon distributors.

Kerstin Kurth, Director Communications at SILICA, commented, "This is just the first stage of SILICA's website re-launch, which will be completed in stages over the next twelve months. The new site offers a clean, contemporary look and feel, and reflects more than a year of customer-focused usability research and design. Forthcoming phases incorporate a variety of supporting features and networking tools, but all will have the customer at the heart of the changes."

Furthermore, there will be incentives for designers to engage with the community, for example by contributing their own resources and uploading videos to complement Silica-developed materials including how-to demonstrations, interviews and tutorials. The Designers' Community can be accessed at www.community.silica.com or via www.silica.com.

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About Silica

Silica, an Avnet, Inc. (NYSE:AVT) company, is one of the leading semiconductor distributors in Europe. Silica accelerates its customers' success by connecting 25 technology suppliers with a broad base of more than 15,000 customers and providing in-depth design support and cost-effective, value-added services and solutions. For more information, visit www.silica.com

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