

PRESS INFORMATION

- FOR IMMEDIATE RELEASE -

SILICA unveils Windows Embedded Website

Microsoft Distributor creates new web portal for the Embedded Operating System Community.

Poing – 26th August 2008 – Specialist Distributor SILICA, an Avnet Company (NYSE: AVT), has launched a one-stop website for Windows Embedded, accessible at www.mseembedded.biz. The site is a massive resource that provides useful information about topics relevant to Microsoft's full range of embedded operating system products such as Windows CE, Windows XP, or WEPOS. This includes, among others, comprehensive product descriptions, technical details, licensing support, evaluation kit orders, and useful insider tips.

The web portal is currently available in English and German, a French version is under development.

As embedded hardware becomes more complex, finding the right embedded operating system (OS) is challenging - the new online resource helps simplify the evaluation process for engineers who are searching for the right OS and tools by providing information at their fingertips.

Martin Grossen, Business Development Manager for Microsoft at Silica and Microsoft MVP (Most Valuable Professional), comments: "Far too many web sites are merely sales letters and nothing more. www.mseembedded.biz focuses on genuine, quality assistance and valuable information users can't get anywhere else. It's user-friendly, easy to read and navigate."

Developing an embedded product and bringing it to market can be a long and complicated process. As a leading Microsoft Distributor in Europe, Silica helps to ensure that customers have the support they need along every step of the design and licensing process. Engineers who develop with Windows Embedded have access to a productive set of tools and technologies and active support through local Microsoft specialists.

About SILICA

SILICA, a division of Avnet Electronics Marketing EMEA (Europe, Middle-East, Africa), is a highly specialised semiconductor distributor. SILICA operates 36 branch offices throughout Europe and provides customers with a broad portfolio of semiconductor products from 25 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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High-resolution photograph is available for download at the [Silica Press Center](#).