

# PRESS RELEASES

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## Silica highlights Alchemy evaluation boards

**Breda - 27th February, 2003** -- Specialist semiconductor distributor Silica is displaying a new range of development tools for AMD's latest Alchemy processor family on stand A169 in Hall 1 at the Electronics & Automation Show 2003, held in Utrecht, Netherlands from 26th to 28th March, 2003.

The tools include a series of low-cost evaluation boards that will help system designers realise the full potential of AMD's Au1000, Au1500 and Au1100 processors. Based on MIPS technology, these highly integrated system-on-chip (SoC) devices target compact, low power multimedia applications such as PDAs, set-top boxes and in-car entertainment and information systems.

Commenting on the new tools, Ronald Kiewiet, Field Application Manager at Silica Benelux, said: "In addition to the benefits inherent in these devices, Silica customers stand to benefit from readily accessible, free-of-charge technical advice from our in-house team of field application engineers. Time-to-market for a wide array of sophisticated, commercially-viable product designs can therefore be kept to an absolute minimum."

AMD's Alchemy portfolio is optimised for latest generation designs such as non-PC wireless Internet appliances. The recently launched Au1xxx processors are characterised by a range of on-board multimedia peripherals, including LCD, PCMCIA, USB and Ethernet controllers.

At the show, Silica will highlight the most economic series of evaluation boards, the DBAu1xxx. Incorporating processors, memory and peripherals, the low cost of these boards is not at the expense of a high level of functionality. They enable the development of space-efficient, feature-rich designs that support extended battery life. Debugging assistance and software is also provided, allowing the Au1xxx processor family to be tested in a variety of demanding applications.

Silica's specialist FAEs will be in attendance for the duration of the show, offering visitors informal guidance and advice on both processors and boards.

Silica, a division of Avnet Electronics Marketing EMEA (Europe, Middle-East, Africa), is a highly specialised semiconductor distributor. Silica has sales & marketing offices throughout Europe and provides a broad portfolio of semiconductor products and solutions from world leading suppliers to all market segments in the electronics industry. The company's Web site is located at [www.silica.com](http://www.silica.com).

Serving customers in 63 countries, Avnet Electronics Marketing is the largest operating group of Phoenix, Ariz.-based Avnet, Inc. (NYSE:AVT). Avnet Electronics Marketing markets, inventories and adds value to electronic components and provides world-class supply-chain management and engineering design services. Avnet, with fiscal year 2002 sales of \$ 8.9 billion (year ended June 28, 2002), is the world's largest distributor of semiconductors, interconnect, passive and electromechanical components, embedded subsystems and enterprise computing products from leading manufacturers.

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