

# PRESS RELEASES

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## Silica promotes world class service at Embedded World 2004

**Munich 13th January, 2004** -- Specialist semiconductor distributor Silica will be exhibiting at the Embedded World 2004 Exhibition in Nurnberg, Germany from 17th-19th February, 2004 on Stand No. 12-484. Part of Avnet Electronics Marketing in Europe, Silica is now in its third year of doing business as a demand creation distributor, supporting medium to large OEMs and CEMs in the European electronics industry, and it has earned itself a reputation for best-in-class service and logistics.

According to Karl Heinz Weigl, Silica's Regional Vice President, Central Europe: "Three years on from the creation of Silica, it is clear from our customers that we are delivering the right combination of leading edge products and world class support. Given the ever-increasing complexity of electronic technology and the fiercely competitive nature of the marketplace, at Embedded World we will be stressing to OEMs and CEMs the benefits of working with a specialist distributor committed to speeding the process of new product development."

Combined with a linecard that encompasses 21 of the world's leading semiconductor manufacturers, Silica's commitment to unrivalled customer support provides customers with a range of competitive advantages, including faster time to market and significant reductions in the cost of developing and building successful electronic products and systems.

In-depth technical assistance is readily available from Silica, offered via specialist teams of manufacturer-trained field application engineers (FAEs) in all the major European markets. Working to help improve the speed and quality of system design, Silica's FAEs provide customers with invaluable assistance in key areas such as device selection and the use of development tools.

Reflecting the technical expertise that is integral to Silica's approach to semiconductor distribution, two of the company's FAEs are presenting a paper at the Embedded World Conference. At 15:00 hours in Session Four on February 17th, Martin Gossen and Andreas Aegerter will introduce delegates to the use of Microsoft® Windows® Embedded products in industrial applications, including demonstrations of the development environments for Windows XP Embedded and Windows CE .NET.

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 68 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 services. Avnet, with fiscal year 2003 sales of \$ 9 billion (year ended June 27, 2003), is the world's largest distributor of semiconductors, interconnect, passive and electromechanical components, embedded subsystems and enterprise computing products from leading manufacturers.

**Press Contact:**

Eileen Preston  
European Marcom Director, Silica  
Tel: 44 1628 606 284  
Mobile: 44 7976 606 005

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