



## Silica to enter TFT-LCD Market

### Sharp appoints Silica as pan-European distributor

**Munich, February 21, 2005** – Semiconductor distribution specialist Silica today announced that they will sign a distribution agreement with Sharp Microelectronics. The new agreement should be completed within the current quarter. Under the terms of the agreement, Silica will distribute the complete Sharp Microelectronics product range and provide customers with comprehensive technical design-in support for Sharp's full line of LCDs and optoelectronics products, as well as for their memory devices.

At this time the Silica's engineer and sales forces have already been trained in-depth and are ready to familiarize customers with the new products.

Franco Morotti, General Manager Distribution – OEM Sales at Sharp Microelectronics Europe, comments: "The agreement with Silica is a key part of our sales strategy and will ensure that our growing customer base in Europe has rapid access to the components and the technical support that they need to develop and manufacture their products. Through this agreement customers will have access to Silica's highly trained technical personnel, and to their value-added services. With its excellent service backbone, we look forward to working with Silica to drive adoption of Sharp's breakthrough products across their customer base."

Miguel Fernandez, Silica President, views Sharp as an excellent addition to Silica's franchise portfolio: "Through this new agreement with Sharp Microelectronics, an acknowledged world leader of liquid crystal displays and Optoelectronics, Silica is well positioned to obtain a position as premier supplier of this exciting technology. Our experienced value added team of engineers can now support customers in specifying and designing complete solutions by employing Sharp's leading-edge Optoelectronics and TFT-LCDs. We expect this relationship will prove to be very valuable for Sharp Microelectronics, Silica, and our customers."

## About Silica

Silica, a division of Avnet Electronics Marketing EMEA (Europe, Middle-East, Africa), is a highly specialised semiconductor distributor. Silica has 36 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. More about Silica at: [www.silica.com](http://www.silica.com)

## About Sharp Microelectronics Europe

Sharp Microelectronics Europe, Hamburg, Germany, is a divisional company of Sharp Electronics (Europe) GmbH, which is a subsidiary of Sharp Corporation, Osaka, Japan. Sharp is a worldwide developer of core digital technologies that are playing an integral role in shaping the next generation of electronic products for consumer and business needs. Sharp Microelectronics Europe offers groundbreaking solutions in the areas of memory products, LCD, Opto Components, CCD, RF/IR, microcomputer and system-on-chip components, along with packaging and integration skills that help design engineers throughout Europe to bring their ambitious ideas to market. Sharp Microelectronics Europe is dedicated to improving people's lives through the use of advanced technology and a commitment to innovation, quality, value and design. For further information and illustration material see: [www.sharpsme.com](http://www.sharpsme.com)

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## Press Picture

Pictures available from Silica, Kerstin Kurth or at  
<http://www.silica.com/en/press/pressreleases.html>