

# PRESS RELEASE

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Show Time for the Electronix World in Gothenburg

## „THE ENGINEERS OF DISTRIBUTION“ - SILICA AT THE ELECTRONIX 2006

**Stockholm – 1<sup>st</sup> August 2006** -- When the Electronix 2006 exhibition opens its doors from 5<sup>th</sup> to 7<sup>th</sup> September, everything on the **SILICA Stand B02:39** revolves around the motto "The Engineers of Distribution". The SILICA application specialists demonstrate a range of innovative solutions from their leading vendors. Out of its extensive product portfolio, the distributor has decided this year to consciously select a number of prime products and applications to showcase:

- **XILINX – New Virtex-5 FPGA Family**

As exclusive distributor for XILINX products in Europe, SILICA introduces the Virtex-5 family of FPGAs, built on 65nm triple-oxide process technology, providing customers with a 30% performance gain, 35% lower dynamic power, most flexible connectivity, lowest system cost and maximum productivity. The first of four platforms available is the Virtex-5 **LX**: optimized for high-performance logic, DSP, processing, and serial. The LX platform offers 330,000 logic cells and 1,200 user I/Os, plus hardened 550 MHz IP blocks.

- **STMicroelectronics – MEMS g-force Sensors**

MEMS is a complete solution including a single package a mechanical element (sensor) and an integrated circuit (IC). The mechanical system is based on two silicon inter-digitated comb- fingers, where a set of fingers is fixed and a set is suspended and can move in-plan under the action of a suitable force. Vibration, acceleration or rotation are measured by the change of capacitance between these movable and fixed structures. This measure is then translated into a analog or digital output signal by the interface chip (IC). ST's family of MEMS Motion Sensors includes **linear accelerometers** that can sense movement in one, two, or even three linear axes or sense rotational acceleration around one axis, and **gyroscopes**, that can implement the function of a Coriolis-effect to sense the angular rate using a similar structure described for accelerometers.

- **Osram Opto - OLED Displays**

Pictiva™ OLED displays from OSRAM Opto Semiconductors are masterpieces in the polymer display industry. The Organic Light Emitting Diodes offer vivid color and contrast, video capability, wide viewing angle and a thinform factor.

The self-emissive OLED technology enables brilliant colors as well as high brightness and high contrast. As power consumption is dependent on the number of pixels that light up, the designer is in perfect control. Osram's displays captivate their viewers with superior performance compared to alternatives using backlights. The long lifetime of 55.000 hours at standard brightness (up to 100.000 hours at reduced luminance) makes Pictiva™ OLED Displays well suited for high quality long-life applications.

- **Philips – LPC3180 industry's most advanced 90-nm ARM9 microcontroller**

The new 32-bit MCU from Philips provides high performance with low power dissipation, and is the only ARM9 microcontroller that provides a vector floating-point co-processor and integrated USB On-The-Go, as well as the ability to operate in ultra-low-power mode down to 0.9V. With speeds of up to 208 MHz, the Philips LPC3180 is ideal for a wide range of high-precision applications such as point-of-sale (POS) equipment, medical and industrial devices, global positioning systems (GPS), and robotics.

● **Analog Devices – Blackfin® Multimedia Starter Kit**

Answering the demand for tools that help reduce time to market for embedded systems designs, SILICA introduces Analog Devices's new Blackfin® Multimedia Starter Kit, which is geared to customers, integrators, and OEMs developing a broad scope of the convergent processing applications in which Blackfin excels, including next-generation digital radio, mobile TV, automotive and home entertainment, and networked and streaming media applications. The Blackfin Multimedia Starter Kit is supported by the new Release 4.5 of Analog Devices' VisualDSP++® integrated software development and debugging environment for Blackfin, SHARC®, and TigerSHARC® Processors.

SILICA's Engineering Team will give visitors valuable hints for new design ideas and ways to boost-up existing designs. [SILICA is exhibiting at Stand B02:39.](#)

**About SILICA**

SILICA, a division of Avnet Electronics Marketing EMEA, is a highly specialised semiconductor distributor. SILICA operates 36 branch offices throughout Europe and provides customers with a broad portfolio of semiconductor products from 23 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](http://www.silica.com).

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