

PRESS RELEASE

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It's Show Time for the Embedded World

„THE ENGINEERS OF DISTRIBUTION“ - SILICA AT THE EMBEDDED WORLD 2006

Munich – 17th January 2006 -- When the Embedded World exhibition opens its doors from 14th to 16th February, everything on the SILICA Stand 441 in Hall 12 revolves around the motto "The Engineers of Distribution". The SILICA application specialists demonstrate a range of innovative Embedded solutions from their leading vendors. Out of its extensive Embedded product portfolio, the Distributor has decided this year to consciously select a number of prime products and applications to showcase:

- **On your marks, get set, go wireless ..**

All visitors who try out the ZigBee™ dexterity demo need a steady hand: the aim is to get a LED to light up within 30 seconds with a robot controlled by Freescale ZigBee™. The complex system with Freescale 3g sensors and Freescale 8-bit microcontroller transmits data for evaluation to a PC which is already running on a beta version of 'Windows Vista with embedded restriction'.

- **Intel® Capell Valley Customer Reference Board**

„Capell Valley“ represents the current reference platform for the new 65nm Intel® Core™ Duo processors based on the Mobile Intel® 945GM Express chipset for the low power segment. CPU and chipset are part of the “Embedded roadmap“ and thus guarantee secure use of the design for at least five years.

- **TI Power Management for XILINX**

As exclusive distributor for XILINX products in Europe, SILICA demonstrates design and function of an integrated power management solution from TI for Spartan™, Virtex™ and Coolrunner™ products. TI power management ICs meet all start-up profile requirements including monotonic ramp control, soft-start setup and flexible release logic to control the start sequence. The space-saving switches have been tested and endorsed by Xilinx.

- **STMicroelectronics SPEAr™NET Industrial Ethernet Controller**

SPEAr™ (Structured Processor Enhanced Architecture) describes a new generation of 32-Bit ARM controllers with integrated ASIC block. Closing the gap between the high flexibility of the full ASIC approach with the low cost of ownership of the ASSP approach,

it allows very short time to market and low NRE, supplying an unprecedented cost saving. SILICA demonstrates a new Evaluation Board based on the SPEAR-07-NC03 communication controller with ARM720T core, integrated Ethernet MAC and USB Full Speed Host Interface.

SILICA is exhibiting in Hall 12, Stand 441.

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 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.

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