

Avnet Silica Expands Positioning & Wireless Connectivity Portfolio Through Strategic Partnership with u-blox

Collaboration with global provider of positioning and wireless communication technologies amplifies Avnet Silica's market offerings

Brussels, Belgium, 16th August, 2023 – Avnet Silica, an Avnet company (NASDAQ: [AVT](#)), has announced a strategic partnership with u-blox (SIX:UBXN), a global provider of leading positioning and wireless communication technologies and services. This collaboration not only enriches Avnet Silica's product portfolio, but also prioritises solutions in Global Navigation Satellite Systems (GNSS) and short-range radio, followed by cellular technologies. This strategic alignment perfectly complements Avnet Silica's existing offerings, significantly broadening the array of choices for customers.

With more than two decades of industry-leading experience, Switzerland-based u-blox offers a comprehensive range of GNSS positioning chips and modules, robust and flexible Bluetooth and Wi-Fi modules and an expansive portfolio of high-quality, scalable, and secure cellular chips and modules. u-blox's dedication to innovation and superior quality marks them as a key player in the industry.

u-blox also utilises advanced technologies to deliver reliable and robust positioning and wireless communication products for various sectors of the IoT ecosystem, such as industrial, automotive, and consumer applications. As a market leader in GNSS technology, u-blox bolsters Avnet Silica's offerings in this domain.

"Avnet Silica, as a leading electronics distributor, was our clear choice for a partnership aimed at expanding our reach in the EMEA region and enhancing our distribution network," said Chris Corrado, Vice President Global Distribution at u-blox. "We're confident that Avnet Silica's expertise in providing comprehensive application support to customers, underpinned by Avnet's world-class logistics infrastructure, will significantly boost demand for our innovative products and technologies."

Thomas Foj, Senior Director Supplier Management and Vertical Markets EMEA, Avnet Silica, stated, "The u-blox product portfolio aligns seamlessly with our current offerings, especially in the GNSS and short-range radio markets. Their module solutions complement the NXP® Semiconductors chip-level Wi-Fi and Bluetooth products and Nordic Semiconductor Bluetooth chipsets that we already provide, further strengthening our efforts in the EMEA region. We believe this well-established brand, known for delivering cutting-edge technologies, will be of great value to our customers."

For more details on the partnership between Avnet Silica and u-blox visit <https://www.avnet.com/wps/portal/silica/manufacturers/m/u-blox/>



About Avnet Silica

Avnet Silica is the European semiconductor specialist division of Avnet, one of the leading global technology distributors, and acts as the smart connection between customers and suppliers. The distributor simplifies complexity by providing creative solutions, technology and logistics support. Avnet Silica is a partner of leading semiconductor manufacturers and innovative solution providers over many years. With a team of more than 200 application engineers and technical specialists, Avnet Silica supports projects all the way from the idea to the concept to production. Avnet Silica is a regional business unit of Avnet, (NASDAQ: AVT) with European headquarters in Belgium (Avnet Europe Comm. VA). For more information, visit www.avnet-silica.com

About Avnet

As a leading global technology distributor and solutions provider, Avnet has served customers' evolving needs for an entire century. We support customers at each stage of a product's lifecycle, from idea to design and from prototype to production. Our unique position at the centre of the technology value chain enables us to accelerate the design and supply stages of product development so customers can realise revenue faster. Decade after decade, Avnet helps its customers and suppliers around the world realise the transformative possibilities of technology. Learn more about Avnet at www.avnet.com.

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