

Avnet Silica to Spotlight Generative AI Experiences and Innovations, and host insightful sessions on power design and cybersecurity at Electronica 2024

Brussels, Belgium, 4th November 2024 – Avnet Silica, an Avnet company (NASDAQ: [AVT](#)), will spotlight its leading-edge technologies and supplier products, host interactive knowledge sessions, and provide unique networking opportunities at electronica 2024, taking place in Munich, Germany between 12th and 15th November. Avnet Silica will welcome visitors to **booth B5.103**, from new engineers to key decision-makers and industry leaders.

Visitors can expect highlights themed around two areas – demonstrations, and events & conversations.

DEMONSTRATIONS

Vintage Meets Future: TRIA-powered AI chatbot demo

A vintage-style telephone booth helps visitors experience the future. In this demo, developed in collaboration with **TRIA** and **AMD**, attendees will be able to engage in dynamic conversations powered by AI at the Edge. Hosted entirely offline, the demo will contrast the speed, security, and efficiency of modern AI solutions with the nostalgia of traditional phone calls.

AI pong game

Attendees can test their reflexes with the AI Pong game, powered by the ASRock BOX-8640U and featuring the brand-new **AMD** Ryzen 8000 chip. This demo, running on a **Microsoft** operating system, showcases the swift and efficient capabilities of edge computing as the AI dynamically adapts to players' strategies in real-time.

Flight simulator

Visitors are invited to 'take to the skies' in an immersive flight simulator. This hands-on demo highlights Avnet Silica's innovations in real-time data processing and AI for industrial automation and aerospace.

Image rendering and video demo

Explore the future of real-time video rendering with a powerful collaboration between **Microsoft**, **onsemi**, and **AMD**. This demo showcases high-performance computing and processing technologies on a **Kontron x86 industrial platform**, powered by **Microsoft Windows 10 IoT Enterprise LTSC**, enabling faster, more efficient video and image rendering for a wide range of applications. Visitors can gain insights into how advancements in memory, processing, and AI are pushing the boundaries of graphic performance and visual quality.

Standard and secure home automation: Matter demo

Avnet Silica's **Matter demo** showcases how consumer devices and wireless platforms from top chip suppliers such as **NXP Semiconductors**, **Nordic Semiconductor**, **STMicroelectronics**, **Qorvo**, along with modules from **Panasonic**, **u-blox**, **H&D Wireless**, and **TRIA**, communicate effortlessly.

Key features include interoperability, reliable connectivity, robust security, as well as provisioning services directly through NXP's EdgeLock 2GO service. This comprehensive demo will highlight the future of home automation across a wide array of platforms and devices.

EVENTS & CONVERSATIONS

Power Hour with Qorvo – Tuesday, 12th November, 4pm-6pm

A key event at Avnet Silica's booth, the Power Hour Q&A-style session in collaboration with **Qorvo** and hosted by Electropages will feature live demos, expert insights, and real-world solutions to some of the most challenging power design issues. Mike Engelhardt, Qorvo and Thomas Hauer, Avnet Silica will lead the session, showcasing the latest developments in QSPICE and answering the audience's most challenging power design questions. This engaging and dynamic session will be followed by a networking happy hour. Attendees are encouraged to submit design questions in advance to receive an exclusive, signed t-shirt.

Keynote: Laurent Lagosanto on the Cyber Resilience Act (CRA) – Thursday, November 14th, 12.20pm-12.50pm

Avnet Silica's Laurent Lagosanto will present an exclusive talk on the Cyber Resilience Act (CRA) at the **Cyber Security Forum**, hosted by Electronic Specifier on the **Visionary Stage**. Laurent will delve into how the CRA is reshaping cybersecurity requirements and standards for connected devices, IoT solutions, and electronics design. This talk will provide practical insights for engineers and decision-makers on how to stay compliant with evolving cybersecurity regulations and ensure product resilience.

BayStartUP competition – Thursday, 14th November, 4pm-6pm

Demonstrating its commitment to fostering innovation, Avnet Silica is proud to launch the BayStartUP competition, aimed at empowering the next generation of innovators and startups. This programme offers comprehensive support, including valuable resources and extensive industry networks, all designed to transform innovative concepts into reality.

Exclusive supplier hospitality events and networking

With electronica 2024 hosting some of the industry's most influential decision-makers, including purchasers, engineers, and business leaders, Avnet Silica fosters opportunities for networking and one-on-one meetings. Visitors are invited to join Avnet Silica's key suppliers for exclusive hospitality events throughout electronica 2024. Morning events include breakfast alongside experts from **Micron**, **Nordic**, and **NXP**. In the afternoon, attendees can enjoy a relaxed coffee break with specialists from **Nexperia**, **onsemi**, and **STMicroelectronics**. These sessions frame an excellent opportunity to ask questions, discuss projects, and explore collaborative possibilities in an informal setting.

Visit Avnet Silica at **booth B5.103**.

###

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 BV). 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 center of the technology value chain enables us to accelerate the design and supply stages of product development so customers can realize revenue faster. Decade after decade, Avnet helps its customers and suppliers around the world realize the transformative possibilities of technology. Learn more about Avnet at www.avnet.com.

Legal Disclaimer:

All brands and trade names are trademarks or registered trademarks, and are the properties of their respective owners. Avnet disclaims any proprietary interest in marks other than its own.

Media Contact

Anja Woithe
Senior PR Manager Avnet EMEA
Anja.woithe@avnet.eu
+49 (0) 8121 774 459