

Press Release

Avnet is pushing the boundaries and driving innovation in AI, embedded, and power at electronica

Avnet City booth in Hall B5, Stand 103 to showcase the latest components, modules, and solutions from leading brands, developed by the company's technology specialists to inspire innovation and design across electronics applications

Brussels, Belgium, 22nd October, 2024 — Avnet (NASDAQ: [AVT](#)) EMEA will bring together its European business units in a 'one-stop' consolidated exhibition space called Avnet City at this year's electronica from 12–15 November in Munich, Germany.

As Europe's premier electronics event, electronica provides the ideal forum for Avnet to present its broad range of solutions, covering components through to modules, to address all the key megatrend applications. Avnet's EMEA business units — Avnet Abacus, Avnet Silica, EBV Elektronik, and Farnell — will welcome attendees to explore a wide range of interactive demos, meet industry experts, and engage in exciting tech challenges and talks. Avnet specialists will be available to discuss and provide information and guidance on specific application or project needs. Furthermore, Avnet will showcase its embedded solutions portfolio.

"We're delighted to welcome customers and all those with an interest in electronic engineering from across EMEA to our Avnet City booth at electronica 2024," said Brian Wilken, VP Strategic Planning at Avnet EMEA. "This event provides the most recognised platform to connect with the industry and showcase how we're supporting the next wave of technological innovation across a variety of fast-moving sectors."

Avnet Abacus

Avnet Abacus will offer the opportunity to meet with key industry experts at electronica, focusing on how to help turn early-stage ideas into working reality. Through various meet-and-greet sessions, attendees can network and discuss projects with Avnet Abacus' engineers at the booth.

Avnet Silica

Avnet Silica will showcase the latest in Generative AI, communications, and security technologies. They will host late-afternoon events focused on power technologies, including an exciting collaborative event called Power Hour, and the launch of the BayStartUP competition, which has been devised to support innovative new projects.

Attendees are invited to explore interactive experiences such as a virtual flight simulator and real-time video rendering, which enables users to transform into their favourite characters. The Avnet Silica team will be available to discuss projects and recommend solutions, and visitors can take a break in the downstairs café offering coffee and cake.

EBV Elektronik

Under the theme 'Meet the World – Meet EBV', EBV Elektronik will focus on the concept of the 'All-Electric Society' at electronica 2024. Visitors can engage with EBV's experts to explore this vision of a sustainable, electrified future while learning more about the company's linecard of the latest components and devices, TQ Magazine, and podcasts.

Farnell

Farnell will demonstrate its solutions across e-mobility, industrial control, prototyping and design. Demos from global suppliers such as Mitsubishi, Raspberry Pi, and Arduino will feature prominently



alongside the launch of an exciting Design Challenge. Visitors to the stand can also enjoy a vending machine quiz game, with prizes including Farnell's popular branded socks.

Finally, **Avnet's Embedded Solutions Businesses** will be showcasing several of Avnet's solution and service businesses focusing on helping OEMs to build better products. The newly announced **Tria** brand will showcase its industry-leading embedded compute modules and single board computers as well as live demos and customer case studies. Additionally, **Witekio**, an Avnet company, will highlight its software design capabilities through an interactive demo area. Avnet's display solutions for embedded HMI systems in challenging environments will also be on show.

Visit the Avnet City booth in Hall B5, Stand 103.

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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.

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Media Contact

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