

Press release

embedded world 2025

Nuremberg Messe, Germany

11–13 March 2025

Booth 3A-111

From nostalgia to innovation: Avnet Silica to showcase Edge AI Phone Box at embedded world 2025

Distributor to exhibit the latest in artificial intelligence, connectivity, sensing, and power solutions

Brussels, Belgium, 3rd March 2025 – Avnet Silica, an Avnet company (NASDAQ: [AVT](#)), will feature demonstrations of generative AI at the edge, including its iconic Phone Box demo, alongside innovations in power design, machine learning, wireless communications, sensors, and analog technology, at this year's embedded world exhibition in Nuremberg, Germany.

The distributor is inviting attendees to its booth 3A-111 at the show, which takes place between 11–13 March, to explore how embedded technology is revolutionizing industries across the board.

The future's calling on Avnet Silica's Phone Box

The centerpiece of Avnet Silica's exhibit is their Phone Box — a vintage-style telephone booth, powered by TRIA and AMD solutions, that blends nostalgia with cutting-edge technology. Visitors can step into the booth, pick up the handset, and engage in real-time conversations powered entirely by AI running on edge hardware. Hosted entirely offline, the Phone Box demo illustrates the incredible speed, security, and efficiency of edge-based generative AI, demonstrating how local processing ensures privacy and low latency while eliminating the need for cloud connectivity.

By evoking the familiarity of traditional phone calls, the Phone Box provides a comfortable entry point for visitors to explore the possibilities of generative AI. It highlights AI's potential for creating natural, meaningful interactions across a wide range of industries, including industrial automation, retail, and hospitality.

Power solutions demo

Avnet Silica will also showcase advancements in power design, presenting technologies that enhance energy efficiency and system performance in embedded systems. A dedicated power area will highlight the distributor's latest solutions, including efficient power management products designed for a range of applications from industrial automation to IoT devices.

Key demonstrations will feature components from leading suppliers such as NXP Semiconductors, STMicroelectronics, and Renesas Electronics, showcasing real-time power optimization techniques and low-power consumption strategies. Attendees can explore live demos that illustrate how advanced power management ICs (PMICs) and microcontrollers contribute to extended battery life, reduced heat generation, and improved system reliability.

Visitors will also gain insights into the integration of intelligent power monitoring and dynamic power scaling solutions, essential for optimizing performance in embedded systems. Avnet Silica's experts will be on hand to discuss how these solutions can be tailored to meet specific design requirements, ensuring energy-efficient and scalable embedded systems.

Additional industry-leading technologies

Beyond the Phone Box and power demonstrations, visitors can:

- learn how Avnet Silica's AI solutions enable smarter and faster decision-making at the edge,
- discover robust, scalable connectivity options for IoT and embedded devices, and
- see how the latest sensing and analog components enhance precision and system capabilities.

Join Avnet Silica at embedded world 2025 for an immersive experience of the technologies shaping tomorrow's embedded systems. Engage with expert engineers and see how generative AI and edge computing are unlocking new possibilities.

Visit Avnet Silica at **booth 3A-111**.

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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.

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