

PRESS INFORMATION

- FOR IMMEDIATE RELEASE -

Smarteq and Avnet Memec sign distribution agreement for Europe

New antenna technology expands Avnet Memec wireless technology portfolio

Poing, Germany, June 20, 2011 – Smarteq has selected Avnet Memec as its pan-European distribution partner. The agreement covers 19 countries where Avnet Memec will market Smarteq antennas for M2M and telematic solutions. The new distribution agreement becomes effective immediately.

Avnet Memec is a perfect distribution partner according to Johan Hårdén, vice president of Sales and Marketing for Smarteq. “Our customers tell us that there will be more than 50 billion wireless sensors out there by 2020 and each one will need an antenna. As one of the world’s leading antenna suppliers, our distribution partnership with Avnet Memec will bring our innovative technology and extend our sales reach to a customer base in 19 countries across Europe,” stated Hårdén.

John Jones, European technical marketing manager at Avnet Memec, added, “Smarteq is a highly focused company with a proven track record in our key vertical markets for wireless technology including Metering, Automotive and Security. Smarteq antenna technology extends our offering and complements our strong portfolio of wireless ICs and embedded modules.”

About Smarteq Antennas

Smarteq develops, markets and sells antennas and antenna systems for better access, higher efficiency and security in a continuously growing wireless world. The business is focused on development and sales of products to the OEM and aftermarket. Smarteq has its own resources for research and development, sourcing and sales with production mainly outsourced to partners in Europe and Asia. Smarteq has 20 employees and sales are carried out through established channels in 30 countries. Smarteq’s B-share is traded at first North stock exchange, Remium is the Certified Adviser. For more information on Smarteq, please visit: www.smarteq.com

About Avnet Memec

Avnet Memec, a business unit of Avnet Electronics Marketing EMEA, is a highly specialised semiconductor distributor, operating on a pan-European basis and employing a significant number of engineers to support customers' design efforts. Avnet Memec specialises in highly innovative suppliers and technologies, which will help a variety of customers to differentiate their designs. Its area of specialisation extends from Analog and Microcontrollers to RF, Datacom and Networking. The business unit operates out of 31 offices in 19 European countries and represents major semiconductor franchises on a pan-European basis. www.avnet-memec.eu

Media Contact Avnet Memec

Tom Oelschlaeger – Director Marketing & Communications Avnet Memec
Phone: +49 (0) 8121 775 146
E-Mail: tom.oelschlaeger@avnet-memec.eu

