



Symmetry Featuring Six Semiconductor Suppliers at DESIGN West, Billed as "The Center of the Engineering Universe"

HAWTHORNE, CA--(Marketwire - March 26, 2012) - Symmetry Electronics, an industry expert in the distribution of wireless, video and embedded semiconductor products, will be exhibiting at the [DESIGN West](#) event at the McEnergy convention center in San Jose CA, March 27-29 2012.

The new conference and exhibition, being billed as the "center of the engineering universe," is an expansion of the engineering education foundation of the Embedded Systems Conference (ESC), and is now combined with popular electronic design summits: Android Summit, Black Hat Summit, DesignMed, Multicore DevCon, Designing with LEDs and Sensors in Design all under one roof for the first time.

"Symmetry and its partners consider DESIGN West an ideal opportunity to showcase our products and provide in-person meetings with factory executives and FAEs in the design engineering community," says Gil Zaharoni, Symmetry's Chief Executive Officer. "Between the unsurpassed program and networking opportunities, this event promises to provide design engineers access to the tools and knowledge needed to quickly get their products to market."

Symmetry will be featuring six of its suppliers at booth #2006; [Fujitsu Semiconductor America](#), [GainSpan Corporation](#), [Nordic Semiconductor](#), [Silvertel](#), [Telit Wireless Solutions](#) and [WIZnet](#). Top executives and technical experts from each of the above mentioned suppliers will be on hand for one-on-one meetings, question/answer sessions, and product demonstrations. There will be several opportunities to win free development kits, and two opportunities to win a \$250 gift certificate to SemiconductorStore.com. Additionally, if your battery is running a little low, SemiconductorStore.com will be hosting a charging kiosk in booth 2006 so you can charge your handheld device(s). Have a seat and rest your feet all while recharging your design project.

With its focused product expertise, strong supplier relationships and dedication to connecting design engineers with the latest technologies, Symmetry and its featured suppliers are an indispensable resource to the design engineering community and a booth you cannot miss at DESIGN West 2012.

About Symmetry Electronics

Founded in 1998, Symmetry Electronics Corp. is a supplier-authorized, global distributor specializing in the distribution of wireless, video, and embedded semiconductor products. Symmetry provides sales, logistics, design and manufacturing support from its world headquarters in Southern California, local field offices and a robust ecommerce and information website www.SemiconductorStore.com. Symmetry Electronics is ISO9001:2008 certified and supports its customer base with factory trained FAEs, deep inventory, and product selection expertise. For more information on Symmetry Electronics or to view their complete line card, visit www.SymmetryElectronics.com.

About Fujitsu Semiconductor America

Fujitsu is a leading designer and developer of innovative semiconductor products and solutions for new generations of consumer, communications, automotive and industrial products. At DESIGN West, Fujitsu will showcase an extensive lineup of microcontrollers (MCUs), graphic display controllers (GDCs), FRAM (Ferroelectric Random Access Memory) devices, and power management ICs. Highlights include the industry leading FM3 family of 32-bit MCUs featuring the ARM Cortex-M3™ CPU and Fujitsu's line of FRAM solutions. FRAM is a high-performance and low-power non-volatile memory that combines the benefits of non-volatile memories (Flash and E2PROM) with high-speed RAM (SRAM and DRAM).

About GainSpan

GainSpan is the leading semiconductor solutions company in low power Wi-Fi and Wi-Fi connectivity for the Internet of Things. With easy to use system-on-chip (SoC), modules and software, GainSpan lets customers leverage the large installed base of Wi-Fi access points and smart-phones to create new connected embedded products for healthcare, smart energy and control/monitoring in industrial, commercial and residential markets.

About Nordic Semiconductor

Nordic Semiconductor ('Nordic') is a fabless semiconductor company specializing in ultra low power (ULP) short-range wireless communication in the license-free 2.4GHz and sub-1-GHz Industrial, Scientific and Medical (ISM) bands. Technologies include proprietary, ANT™, and *Bluetooth* low energy protocols. Nordic's ULP wireless solutions are enabling its customers to build wireless connectivity into everything from mainstream consumer RF remote controls through to the most advanced and innovative 'game-changing' wireless devices.

About Silvertel

Silvertel is a pioneer in Power over Ethernet (PoE) technology. The first company to have products providing up to 200W of power over a standard Ethernet cable, Silvertel will feature products including Power over Ethernet PSE and PD modules, Battery chargers, Telecom interfaces and Multichannel DC - DC converters.

About Telit

Telit Wireless Solutions is a leading provider of embedded cellular modules for machine-to-machine (M2M) applications. Telit's wireless communication modules help companies add cellular connectivity to their products to support additional value added services. Telit was the first M2M module supplier to introduce the family concept, in which form factors and logical interfaces are consistent across technologies (GSM, CDMA, UMTS), meaning customers can develop a single design which will support multiple technologies. Customers can easily replace the modules with successor products without changing the application.

About WIZnet

Founded in 1998, WIZnet is a leading provider of easy Internet connectivity for devices with its unique Hardware TCP/IP Stack; which fully offloads Internet processing from devices in a simple and easy way while maintaining high performance and extreme stability. WIZnet's Hardwired TCP/IP technology also provides an extremely secure operation and easy add-on internet on top of any existing devices at an affordable cost for mass production. At DESIGN West 2012 WIZnet will feature products to be used in access control, smart meter, industrial automation, medical device, digital set top box and all other applications that require Internet connectivity.

Patty Steiman
Symmetry Electronics
Vice President of Operations
310-643-3480