Avnet and Atmel Launch ARM7(TM) Embedded Ethernet Networking Design Workshop

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PHOENIX--BUSINESS WIRE--Avnet Electronics Marketing Americas unveils a new series of SpeedWay Design Workshops™, the Atmel Embedded Ethernet Networking SpeedWay Design Workshop, that detail how to create an embedded Ethernet design using an ARM7™-based microcontroller. Avnet is offering these workshops in locations throughout North America, beginning this month. For more information and to register, visit: http://em.avnet.com/atmelarmspeedway

Ethernet continues to gain momentum as a connectivity standard, with a significant amount of growth fueled by embedded applications. As a result, the need for specialized training is also on the rise. The SpeedWay Design Workshops offer in-depth hands-on technical training based on Avnet field applications engineers' practical experiences of implementing the most advanced technologies.

Through a combination of hands-on labs using evaluation kits, in-circuit emulators and detailed technical lectures, participants in the new Atmel Embedded Ethernet Networking SpeedWay Design Workshop will learn the most efficient and effective ways to quickly adopt embedded Ethernet technology into their designs. “Avnet has taken the initiative to deliver this workshop to our mutual customer base. This is exactly what the design community needs at the moment,” said Tatjana Stojak, marketing manager for Atmel's 32-bit Microcontrollers. “In a joint effort, Avnet and Atmel have developed the most comprehensive training for engineers to quickly learn the nuances of embedded Ethernet design using Atmel's SAM7 device.”

In addition to an overview of Ethernet and OSI basics, participants will learn about Ethernet connectivity, high-level network protocols, embedded Web servers, creating custom content and working with a free of charge GNU-based software development tool chain. Engineers will leave the workshop armed with an Atmel AT91SAM7X-EK evaluation kit, the AT91SAM-ICE JTAG emulator, software to start their own design (an overall value of $360), and working knowledge of 32-bit embedded development.

“Avnet's SpeedWay workshops are designed for engineers, by engineers, providing hands-on, in-depth workshops focused on skills needed to speed the design process,” said Marc Gsand, vice president of marketing for Avnet Electronics Marketing Americas. “Adding the Atmel SAM7 technology series to the lineup truly complements our other course offerings and adds a critical element to the process of embedded Ethernet design.”

About Avnet Electronics Marketing

Avnet Electronics Marketing is an operating group of Phoenix-based Avnet, Inc. (NYSE:AVT), a Fortune 500 company. Avnet Electronics Marketing serves electronic original equipment manufacturers (EOEMs) and electronic manufacturing services (EMS) providers in 70 countries, distributing electronic components from leading manufacturers and providing associated design-chain and supply-chain services. The group's Web site is located at http://www.em.avnet.com.

About Avnet

With more than 250 locations serving customers in 70 countries worldwide, Avnet (NYSE: AVT) markets, distributes and adds value to the products of the world's leading electronic component suppliers, enterprise computer manufacturers and embedded subsystem providers.

Additionally, Avnet brings a breadth and depth of service capabilities, such as supply-chain optimization, logistics solutions, product assembly, device programming, computer system integration and engineering design assistance. For the fiscal year ended July 1, 2006, Avnet generated revenue of $14.25 billion. Visit http://www.avnet.com.

About Atmel

Atmel is a worldwide leader in the design and manufacture of microcontrollers, advanced logic, mixed-signal, nonvolatile memory and radio frequency (RF) components. Leveraging one of the industry's broadest intellectual property (IP) technology portfolios, Atmel is able to provide the electronics industry with complete system solutions. Focused on consumer, industrial, security, communications, computing and automotive markets, Atmel ICs can be found Everywhere You Are®.

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