

EBV Elektronik Presents the Latest Issue of its Know-How Magazine 'The Quintessence' Covering RFID Technology

Poing/Munich: EBV Elektronik – an Avnet (NYSE:AVT) company and the leading semiconductor specialist in EMEA – is dedicating the third issue of its know-how magazine to RFID technology. The magazine is intended for everyone who wants to enhance the efficiency of their processes by means of radio frequency identification.



'The Quintessence of RFID Technology' provides information about special technological features. It also shows the areas in which RFID has already established itself and includes application reports to explain how added value can be generated using this influential technology. Different perspectives on this subject are offered by statements from experts such as Dr Florent Frederix – the 'Mr RFID' of the EU Commission – as well as from users and manufacturers. The magazine was designed by media experts and written by independent authors of scientific publications.

In addition the reader will learn everything there is to know about RFID technology. How does RFID technology work? What technological trends are apparent? In which areas is the use of the identification technology already standard practice and what sort of unusual applications has it created? How can added value be generated by means of RFID? What visions does the industry have for the future?

"We are certain that RFID will optimise processes in more and more areas and open-up entirely new opportunities. With this issue, we want to show our readers the many areas in which RFID is already being used today and what form solutions for their own problems could take," says Bernd Schlemmer, Director Communications at EBV Elektronik.

Further Selected Articles in this Issue:

- RFID technology – as versatile as its applications
- Data protection – no fundamentally new requirements
- Enhanced safety in hospitals – RFID ensures secure and efficient processes

- The new shopping era – use of RFID in the Metro Group's store of the future
- Traceability of cattle – how RFID can make farmers' lives easier
- Looking to the future – RFID experts comment on trends in the industry
- Glossary – brief explanations of the key terms from the world of RFID

For all questions related to 'The Quintessence', readers can send an E-Mail to tq@ebv.com. The magazine can be ordered at www.ebv.com/tq.



Bernd Schlemmer,
Director Communications

'The Quintessence of RFID Technology' is written in German and English and is distributed in EMEA. The paper used is BVS matt and has been certified by the FSC (Forest Stewardship Council). This guarantees that all pulp used comes from sustainable forestry.

About EBV Elektronik

EBV Elektronik, an Avnet (NYSE:AVT) company, was founded in 1969 and is the leading specialist in European semiconductor distribution. EBV maintains its successful strategy of personal commitment to customers and excellent services. 250 Technical Sales Specialists provide a strong focus on a selected group of long-term manufacturing partners. 120 continuously trained Application Specialists offer extensive application know-how and design expertise. Warehouse operations, complete logistics solutions and value-added services such as programming, taping & reeling and laser marking are fulfilled by Avnet Logistics, EBV's logistical backbone and Europe's largest service centre. EBV operates from 60 offices in 28 countries throughout EMEA (Europe – Middle East – Africa). For more information about EBV Elektronik, please visit www.ebv.com.

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