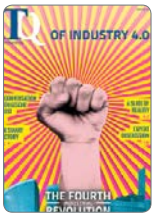


EBV presents the latest Issue of its knowledge Magazine TQ dedicated to Industry 4.0

München/Poing. EBV Elektronik, an Avnet company (NYSE:AVT) and the leading specialist in EMEA semiconductor distribution, has released the latest issue of its knowledge magazine, „The Quintessence“. This issue has „Industry 4.0“ as its central theme: Thanks to cost-effective, reliable semiconductor devices, it is now possible for objects in production – products, machines, devices and tools – to be fitted with sensor technology, intelligence and communication capabilities. The digitalisation and connectivity of production technology which is enabled here is regarded as a fourth Industrial Revolution.



„The micro-electronics are the basic building blocks of Industry 4.0,“ emphasises Bernd Schlemmer, Vice President of Communications at EBV Elektronik. „But it’s not the technology itself that’s revolutionary, it’s the possibilities resulting from it.“

Thus the participants who gathered around the round table of „The Quintessence“ didn’t regard finding solutions for technological issues as being the greatest challenge for Industry 4.0. Instead, they emphasised that the biggest challenge lies in defining useful applications and business cases for interconnected production which are also economically viable. The latest issue of „The Quintessence“ demonstrates how this is no utopia by sharing various application stories about Industry 4.0 projects which have already been implemented. So we are now in the midst of the fourth Industrial Revolution.

And policy-makers have their part to play, too: Gesche Joost, the German Federal Government’s Internet Ambassador, explains in her interview with „The Quintessence“ what politics can, and must, do to help Industry 4.0. She thinks it is particularly important to make Industry 4.0, which was originally a German concept, into a European issue – only in this way can the strategy gain enough leverage to unfold globally and give European businesses a competitive edge.

This is already the 16th issue of the magazine, which is published both in English and German throughout the EMEA countries, with a circulation of 10,000 copies. But „The Quintessence“ is not a „classic“ customer magazine, instead it is characterised by independent, thoroughly researched contri-

butions, with EBV consciously taking a step back in with its own involvement. It’s a concept that works, as made clear by the sheer number of customers and avid readers actively placing orders for every issue. The publication has already been nominated for the European Excellence Award and has been presented with the Corporate Publishing Award and the Astrid Award.

A print edition or ePaper of the latest issue of „The Quintessence“ can be ordered free of charge at www.ebv.com/tq. You can read it on your Tablet PC by searching for the „TQ by EBV“ app in the Apple and Android app stores.

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. 230 Technical Sales Specialists provide a strong focus on a selected group of long-term manufacturing partners. 110 continuously trained Application Specialists offer extensive application know-how and design expertise. With the EBVchips Program, EBV, together with its customers, defines and develops new semiconductor products. Targeted customers in selected growth markets will be supported by the Vertical Sales Segments. 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 62 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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