Digi-Key and Macronix Announce Global Distribution Partnership

Digi-Key

Monday, October 17, 2011 - THIEF RIVER FALLS, Minn., USA – Electronic components [1] distributor Digi-Key Corporation, recognized by design engineers as having the industry's broadest selection of electronic components [2] available for immediate shipment, and the US subsidiary of Macronix International Co., Ltd. [3] have signed a global distribution agreement.

"We are pleased to announce this distribution agreement with Macronix," said Mark Zack [4], Digi-Key's vice president of semiconductors. "With the company's strong product offering in NOR Flash Memory devices and their commitment to R&D, customers worldwide will benefit from the wide range of memory densities we are now able to provide."

"As the leading supplier of Serial Flash Memory, Macronix is committed to continuously expand its global presence and service" said Winston Chen, associate vice president of Microelectronics & Memory Solution Group at Macronix. "This distribution agreement with Digi-Key will provide customers and design engineers instant access to Macronix's broad product portfolio. We look forward to serving our diversified global customer base with Digi-Key's online presence and user-friendly order fulfillment. We are very pleased to be Digi-Key's global supplier."

Macronix offers a broad range of NOR Flash memories with parallel and serial interface. As the market leader in Serial Flash, we offer one of the widest NOR Flash product portfolios in the industry. Macronix provides 5 V, 3 V and low voltage products in a variety of package options to meet customer requirements. All products are built at Macronix's in-house fabs and meet the highest quality & reliability standards, including TS-16949 for automotive applications.

Macronix [3]'s product portfolio is available for purchase now on Digi-Key's global websites. [5]

As the leading integrated Internet-based distributor, information about and inventory of millions of products is accessible to customers around the globe, with all products shipped from Digi-Key's single, North American location. The company's integrated business model provides product and support information online to help put engineers and procurement professionals in control as they solve tough product development challenges.

The company's online offerings and resources include: an interactive online catalog [6]; PTM Online…On Demand® [7] product training modules; TechZone℠ technology zones [8]; Another Geek Moment videos [9]; Digi-Key toolbar [10]; PurchasingPro℠ [11] for electronics buyers; TechXchange℠ [12]; a Mobile and

Social Center [13]; and a Reference Design Library [14].

SOURCE [15]

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