



EM MICROELECTRONIC

EMPOWERING CONNECTED THINGS

A COMPANY OF THE **SWATCH GROUP**

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PRESS RELEASE

EM Microelectronic receives Connect+ Event Award for EM-echo

EM-echo dual-frequency chip selected as best technological innovation for connected objects

Marin, Switzerland, 13 December 2016 – EM Microelectronic, the ultra-low-power, low-voltage solution provider for connected objects, today announced that its EM-echo circuit was awarded *Best Technological Innovation for Connected Objects* at the Connect+ 2016 in Paris, an annual event for innovative identification solutions and smart objects.

EM-echo represents the latest generation of EM Microelectronic's contactless devices, bringing innovative features to the Rain RFID and NFC worlds. The chip combines two communication protocols in one single device:

- Rain RFID (also known as EPC Gen2) capable of high-speed, long range, multi-item reading operations common in today's demanding logistics applications from production to the point of sale.
- Near Field Communication (NFC) privileged for single item, proximity range, customer related operation at the point of sale and beyond.

The circuit features a common memory area and a common unique ID accessible through both protocols.

The received award highlights EM's ability to provide a unified RFID solution for logistics and marketing departments that simplifies the lives of both small retailers and product manufacturers looking to differentiate their products.

"Congratulations to EM's RFID team for being the recipient of the Connect+ 2016 Best Technological Innovation for Connected Objects award," said Michel Willemin, CEO of EM Microelectronic, "this NFC-RAIN identification system has been designed for manufacturers and brands to revolutionize the world of production, logistics and distribution by expanding product visibility beyond the point of sale."

Further information & availability

More information on the EM-echo circuit can be found at:

<http://echo.emmicroelectronic.com/>

More information about the Connect+ Event and its awards is available at:

www.connectplusevent.com

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Notes to editors

EM Microelectronic, a Swiss semiconductor manufacturer, designs and produces ultra-low-power, low-voltage, digital, analog and mixed-signal integrated circuits for battery-operated and field-powered devices in wearable, consumer, automotive and industrial applications. The company is specialized in customer specific integrated circuit and display solutions; its product portfolio includes Bluetooth Smart controller ICs and beacons, sensor fusion co-processors, display drivers and capacitive touch controllers, NFC & RFID tag and reader ICs, 2.4GHz CoolRF digital wireless transceivers, long range 2.4GHz transceivers, embedded flash microcontrollers, power management ICs, smartcard ICs, timing circuits, sensor interface and optoelectronic ICs, as well as plastic LCDs and display modules.

EM Microelectronic is one of the electronic systems companies within the Swatch Group, producing and assembling ultra-low power, miniaturized and accurate microelectronic components and systems.

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