

Distribution news / press release

**Rutronik at embedded world: Hall 1, Booth 318**

**Complete solutions for vertical markets**

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**Ispringen (Germany), December 22, 2011** – Rutronik Elektronische Bauelemente GmbH will be presenting itself at embedded world in Hall 1, Stand 318, as a provider of complete application-specific solutions for the lighting, medical, energy, automotive, industrial and home appliance focal markets. With a full portfolio that covers all electronic components, Rutronik is able to present complete solutions in full detail and is therefore able to tune them to precise technical and commercial needs.

Innovative, functional example applications for each focal market will be among the highlights on the fair stand. These include an electric car from Tesla and an LED “Arquicity” street lamp with automatic brightness adjustment, developed by Rutronik in collaboration with Osram Opto Semiconductors and the solid state lighting specialists Arquiled. As an example for the industrial field, Rutronik will be demonstrating the intelligent energy controlling system from econ solutions, in which the distributor also contributed to the development. It provides industrial companies with transparency about every point of energy consumption, thereby providing a basis for a comprehensive system of energy management. Product and application engineers from the six vertical market teams and from all of the product divisions stand ready to provide fair visitors with expert advice.

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**About Rutronik ([www.rutronik.com](http://www.rutronik.com))**

Rutronik Elektronische Bauelemente GmbH is one of the leading broadline distributors for semiconductors, passive and electromechanical components in addition to storage, displays & boards and wireless products. The markets that the company primarily targets include automotive, medical, industrial, home appliance, energy and lighting. Rutronik also offers photovoltaic and lighting solutions from its subsidiary company Rusol. Wide-ranging services, competent support in the areas of product development and design, as well as individual logistics and supply chain management solutions round off its

customer and future-orientated range of goods and services. The company, established by Helmut Rudel in Ispringen/Germany in 1973, employs about 1,200 staff throughout Europe and achieved sales of EUR 720 million in fiscal year 2010.

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