



**EM MICROELECTRONIC**

EMPOWERING CONNECTED THINGS

A COMPANY OF THE **SWATCH GROUP**

2016/04/PR

13 December 2016

## **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](http://www.connectplusevent.com)

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**EM Microelectronic – Marin SA**

rue des Sors 3 · CH-2074 Marin · Switzerland

telephone +41 32 755 51 11 · fax +41 32 755 54 03 · [info@emmicroelectronic.com](mailto:info@emmicroelectronic.com) · [www.emmicroelectronic.com](http://www.emmicroelectronic.com)

## **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.

## **For further information please contact:**

### **Media inquiries**

MarComedia GmbH

Monika Ailingner, tel +41 41 850 44 24, [m.ailingner@marcomedia.ch](mailto:m.ailingner@marcomedia.ch)

### **Company contact**

EM Microelectronic – Marin SA

Thomas Gyger, tel +41 32 755 51 00, [info@emmicroelectronic.com](mailto:info@emmicroelectronic.com)