



## Anaren Launches "BIGAIR" Sweepstakes to Promote New AIR Radio Module Family

### Running From January 1 Through March 15, 2011 -- the Engineer-Targeted SWEEPSTAKES to Offer Entrants a Chance to Win One of Three Snowboard Gift Cards (\$599 Ea.)

SYRACUSE, N.Y., Jan. 5, 2011 (GLOBE NEWSWIRE) -- Anaren, Inc. (Nasdaq:ANEN) announced today that it is running a two-month SWEEPSTAKES aimed at promoting its new line of Anaren Integrated Radio (AIR) modules. The SWEEPSTAKES – which targets electronics engineers in North America, will run from January 1 through March 15, 2011, and is being coordinated by Rochester, NY-based American Sweepstakes & Promotion Co. – offers qualified entrants a chance to win one of three snowboard gift cards, each valued at \$599 and redeemable at the online snowboard retailer dogfunk.com. To enter the SWEEPSTAKES, participants must submit their contact information, complete a brief survey regarding their possible use of radio modules, and be willing to receive a free informational packet on the AIR product line. No purchase is necessary, restrictions apply, and the SWEEPSTAKES is void where prohibited.\*

"As our advertising campaign suggests, AIR modules are an extraordinarily easy way to get a wireless product off the ground," says Anaren's Marketing Communications Manager, John Hoeschele. "To emphasize that point creatively, our marketing for the AIR product line features extreme sports imagery in which mountain bikers, skate boarders, and snow boarders are getting big air. That made a big-air snowboard promotion a suitably neat way to get the word out."

As for the AIR product family itself, Anaren's solution is an elegant, 'plug and play' RF solution – each module's footprint being smaller than a postage stamp – for electronic engineers challenged with adding wireless capability to new or existing devices. Applications for AIR modules range from industrial control, building automation, and low-power sensor networks – to lighting and equipment and appliances intended for inclusion in smart-grid scenarios (e.g. automated meter reading).

Leveraging Anaren's 40+ years in microwave/RF technology and Texas Instruments' renowned semiconductor technology, the AIR module product family offers:

- Easy integration and implementation on existing or newly-designed two-layer PCB
- Virtually no RF engineering experience necessary
- Tiny 9 x 12 x 2.5mm and 9 x 16 x 2.5mm footprints, across product family
- FCC Part 15 and Industry Canada RSS-210 compliant, with no additional "Intentional Radiator" certification required
- Choice of embedded or connectorized antenna
- 100% RF-testing
- Low power consumption
- Choice of frequencies to match an OEM's application:
  - A1101R04C: 433-434.4MHz FCC compliant; device operating range 400-450MHz
  - A1101R09A and A1101R09C: 902-928 MHz
  - A1101R08A and A1101R08C: 868MHz
  - A2500R24A and A2500R24C: 2400-2483.5 MHz
  - A8520E24A featuring TI's PurePath™ uncompressed audio chip,
- Offering same-day connectivity -- test boards are available to easily evaluate each module's performance, using Texas Instruments EM Development Kits (CC1101DK and CC2500DK) and eZ-430 Development Kits.
- Supplied on tape and reel for easy integration into automated assembly systems
- Pricing as low as \$9.99 for 10K pieces or more

E-OEM design engineers interested in learning more or securing applications assistance are encouraged to contact Anaren, the nearest Texas Instruments sales representative, or their nearest AIR distributor of choice (Arrow, Avnet, or Mouser).

**\* THIS SWEEPSTAKES IS NOT OPEN TO THE GENERAL PUBLIC. For Official Rules, which include entry methods, prize description, and complete details, visit [www.bigairsweeps.com](http://www.bigairsweeps.com). Void where prohibited. The fact that gift cards won in this sweepstakes are redeemable at dogfunk.com does not in any way imply an endorsement of Anaren or its products by dogfunk.com.**

**ABOUT ANAREN:** An innovative leader in microwave and RF technology, Anaren designs and manufactures complex components and subsystems for defense, satellite, wireless, and consumer electronics markets. **To learn more, visit**

[www.anaren.com](http://www.anaren.com)

The Anaren, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=5360>

The TI Developer Network and Texas Instruments Logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=8019>

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