

FOR IMMEDIATE RELEASE

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ANAREN AND BROADCOM IoT (WICED) DEMONSTRATE SEAMLESS SENSOR CONNECTIVITY LEVERAGING WICED SMART MODULES AT "EXPERIENCE TOUR" COMPANY ALSO A FEATURED PLATINUM SPONSOR AT SENSORS EXPO 2016 DESIGN CHALLENGE "HACKATHON"

San Jose, CA | June 22, 2016 – Anaren's AIR (Anaren Integrated Radio) module offers more than just wireless connectivity for sensors. It offers an end-to-end cohesive integration experience, with easy-to-use comprehensive tools that give sensors a new level of accessibility to embedded systems and connectivity. Sensor Expo 2016 attendees will think, build and connect, through Anaren's interactive 360-degree booth tour and be inspired and motivated to innovate by the fast and efficient design and deployment of Bluetooth BLE and Wi-Fi wireless embedded systems made possible through Anaren's Atmosphere development platform and leveraging the Broadcom IoT (WICED) Smart module portfolio.

Visitors to Anaren's and Broadcom IoT (WICED) booth 1030 will be provided with an interactive tour highlighting the features and phases for use of Anaren's web-based Atmosphere integrated development environment and its new Stratosphere cloud-based hosting platform, along with many widely-varied product implementation ideas.

"We're going beyond just showing our product; we're inviting attendees to interact with the full spectrum of our modules, which are in effect enablers of sensor connectivity from embedded systems, through mobile devices, to full cloud access and data manipulation," said Mark Bowyer, director of wireless business development for Anaren. "We want attendees to engage with the platforms, experience the simplicity of connectivity, and imagine the possibilities for using Anaren's solutions to take their own products from idea to production in the least amount of time possible. To that end, we are also delighted to launch our latest Wi-Fi connectivity solution at this show. With such a comprehensive sensor connectivity portfolio, users can hit the ground running and make their ideas a reality," added Bowyer.

Located at booth #1030, Anaren Sensors Expo highlights include:

- Interactive booth experience featuring guided or self-guided tours;
- FIRST preview of Anaren's newest development kits, Wi-Fi-enabled module, and latest software to be released this year;
- On-hand "Hacksperts" to help you think, build, and connect your own projects with Anaren products and IoT; and
- Give-away gifts and development kits for qualifying visitors available throughout the show.

A game-changer in wireless innovation, Anaren is a proud sponsor of the 2016 Sensors Design Challenge. This year's competition features development kits provided by Anaren for designers to use in their own



applications, and opening remarks by Anaren's resident hackspert Mihir Dani, who will also provide support to challenge participants throughout the competition.

For more information about Anaren's participation in Sensors Expo visit www.sensorexpo.com.

ABOUT ANAREN

Anaren, Inc. is about to enter its 50th year as a premier designer and manufacturer of custom high-frequency solutions and standard components for the wireless communications, space and defense electronics, wireless consumer electronics, and IoT markets. Additional information can be found on the company's website: www.anaren.com.

About Broadcom IoT (WICED)

*On April 28, 2016 Cypress Semiconductor Corp. (Nasdaq: CY) and Broadcom Limited (Nasdaq: AVGO) announced the signing of a definitive agreement under which Cypress will acquire Broadcom's Wireless Internet of Things (IoT) business and related assets in an all-cash transaction valued at \$550 million. The transaction, which has been approved by the board of directors of Cypress and Broadcom, is expected to close in the third calendar quarter of 2016, subject to customary conditions and regulatory approvals.

Editor's note: Scheduled interviews at Sensors Expo 2016 available on first come-first served basis. Limited pre-show exclusives available. Contact Uwe Trode at uwe.trode@anaren.com to reserve your spot!

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