Digi-Key and Silicon Labs Announce “Your IoT” Design Contest Winners

AUSTIN, Texas and THIEF RIVER FALLS, Minnesota – August 19, 2015 —Silicon Labs (NASDAQ: SLAB), a leading provider of semiconductor and software solutions for the Internet of Things (IoT), and Digi-Key, the industry leader in electronic component selection, availability and delivery, today announced the three winners of the "Your IoT Connected World" design contest.

Digi-Key, the primary sponsor of the contest, supplied $10,000 worth of Silicon Labs components to each winner. The winners will select the Silicon Labs components they need (microcontrollers, wireless chips, sensors, boards and more) to bring their prize-winning IoT ideas to market as commercially viable products.

“The IoT is the engine driving the growth and future of electronic component usage,” said David Sandys, director of technical marketing for Digi-Key. “Digi-Key could not be happier with the level of participation in the contest and being able to partner with Silicon Labs. The excitement really begins now, when we get to see where the winners will take their designs.”

Contestants entered their IoT design atwww.YourIotContest.com where all entries were initially voted on by site viewers. The top 15 entries were then judged using the following criteria: innovative application of technology, marketability of the product and the unique nature of the product, with bonus points awarded for a prototype.

“Developing connected ‘things’ for the IoT requires a combination of technical prowess, innovative design, and energy-friendly components and application development resources,” said Peter Vancorenland, vice president of IoT engineering at Silicon Labs. “We applaud the three contest winners for their outstanding IoT designs and wish them great success in bringing their inventive ideas to market using semiconductor and software solutions from Silicon Labs and Digi-Key.”

The three “Your IoT” design contest winners include Christian Klemetsson, Hoang Nhu and Ekawahyu Susilo.

- Christian Klemetsson designed his “DeviceRadio” industrial automation solution to connect the real world to applications through virtual wires specifically within the industrial automation market. The goal of this product design is to deliver a custom IoT device on a solderless breadboard and controlled through the Internet in three minutes or less.
- Hoang Nhu developed a platform for extending the IoT through all parts of the home, from medication reminders to smart power plugs. The Apple HomeKit SmartHome and Wellness IoT Development Platform monitors home environments/energy consumption and daily activities to optimize home appliance settings as well as make recommendations and reminders for optimal wellness.
- Ekawahyu Susilo rounded out the winners with “Snappy,” a modular robotics platform designed to help teachers engage students through science, technology, engineering and math (STEM) education. Snappy can be used for a variety of science project applications such as determining altitude with water bottle rockets, measuring collision impact in physics experiments, and building a simple local/Internet-connected weather station with humidity and temperature sensors.

Digi-Key and Silicon Labs congratulate each of the winners. All entries for “Your IoT Connected World Contest” can be viewed at www.youriotcontest.com.

About Digi-Key Electronics

Digi-Key Electronics, based in Thief River Falls, Minn., is a global, full-service provider of both prototype/design and production quantities of electronic components, offering more than three million products from over 650 quality name-brand manufacturers. With over one million products in stock and an impressive selection of online resources, Digi-Key is committed to stocking the broadest range of electronic components in the industry and providing the best service possible to its customers. Additional information and access to Digi-Key’s broad product offering is available at www.digikey.com.

About Silicon Labs

Silicon Labs (NASDAQ: SLAB) is a leading provider of silicon, software and system solutions for the Internet of Things, Internet infrastructure, industrial control, consumer and automotive markets. We solve the electronics industry's toughest problems, providing customers with significant advantages in performance, energy savings, connectivity and design simplicity. Backed by our world-class engineering teams with unsurpassed software and mixed-signal design expertise, Silicon Labs empowers developers with the tools and technologies they need to advance quickly and easily from initial idea to final product. www.silabs.com

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