T3624R

Winners of STMicroelectronics' STM32 Internet-of-Things Design Contest in EMEA Unleash Creativity and Innovation to Conquer Unique Challenges

Geneva, November 11, 2014 – STMicroelectronics (NYSE: STM), a global semiconductor leader serving customers across the spectrum of electronics applications and a world leader in 32-bit microcontrollers, announced today at an award ceremony during Electronica in Munich the two winning designs from the STM32 Internet-of-Things Design Challenge in EMEA. The contest to encourage IoT-related inventiveness was sponsored by ST, and its partners ARM, Farnell Element14, Würth Elektronik, and Rubik's Futuro Cube.

Building on the power efficiency, performance, extensive development ecosystem, and value of the STM32 series microcontrollers, about 100 individuals designed and submitted innovative Internet-of-Things (IoT) applications. The design challenge inspired participants to unleash their creativity to invent products containing STM32 and other ST products well-suited for IoT use, including MEMS motion, acoustic, and environment sensors; NFC dynamic tags; image processors and sensors; low-power Bluetooth; low-power RF transceivers; and broadband power-line communication chips. The winners were selected on the level of innovation of their application and on the number of ST components they used in their design.

The two winning projects:

"Maja" (Poland) is a wireless hive-monitoring system developed at the KNE AGH University of Science and Technology in Cracow. Based on an STM32Nucleo development board and equipped with movement, sound, temperature, humidity and weight sensors, the fully automatic monitoring system can be connected to an online database through a GSM/GPRS modem and has the capability to create local sensor networks.

"Blinker 2.0" (Ukraine) is a system for monitoring the storage time of food in the fridge, developed by Ukrainian Creative Kids & Mentors from Kiev, where teenagers learn to code programs for embedded systems. The main part of the design is the Cooler Blinker, a small board with an STM32 microcontroller, low-energy Bluetooth (BLE) module, buzzer, battery, and green, yellow, and red LEDs. Cooler Blinker is a smart tag, attached to the food that, once activated, measures food-storage duration and gives safety-related indications by blinking in different colors. Blinker 2.0 is a full

ecosystem available with a set of Cooler Blinkers, a cloud-based database, and the mobile app Cooler 1 2 3 for remote viewing of the actual food status.

"Encouraging the creative capabilities of the entire region to solve important IoT-related challenges using ST's extensive product portfolio—which, with industry-leading STM32 MCUs, sensors, and communication technologies, along with a spectacular ecosystem of partners and tools, happens to be ideally suited to the Internet of Things—had to produce extraordinary results," said Jacky Perdrigeat, EMEA Region Vice President, STMicroelectronics. "The contest results clearly demonstrate the importance of the STM32 ecosystem 'embedding' other ST products, providing flexibility and easy-to-design approach to the technical community, including the new generation of 'Makers', the youngest developers participating to the 'new industrial revolution'. The journey has just started: fortifying its leadership by the recently announced world's first ARM® Cortex®-M7 microcontroller, the STM32 F7 series, ST will continue to unleash and support creativity and lead developers towards outstanding performance."

About STMicroelectronics
ST is a global leader in the semiconductor market serving customers across the spectrum of sense and power and automotive products and embedded processing solutions. From energy management and savings to trust and data security, from healthcare and wellness to smart consumer devices, in the home, car and office, at work and at play, ST is found everywhere microelectronics make a positive and innovative contribution to people's life. By getting more from technology to get more from life, ST stands for life.augmented.

In 2013, the Company's net revenues were $8.08 billion. Further information on ST can be found at www.st.com.

For Press Information Contact:
STMicroelectronics
Michael Markowitz
Director Technical Media Relations
+1 781 591 0354
Michael.Markowitz@st.com