

# Future Electronics Announces Digital Campaign in Asia Featuring 3 Innovative AI Solutions from Renesas

News-Press Release

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## Summary

Future Electronics is announcing a new digital campaign in Asia featuring 3 innovative AI solutions from Renesas.

## Message

Montreal, Canada (prsafe) October 29, 2024 - Future Electronics, a leading global distributor of electronic components, is proud to announce the launch of its latest AI Solutions Campaign in Asia, featuring cutting-edge solutions from Renesas. This campaign highlights three innovative technologies from Renesas, designed to empower developers and engineers to seamlessly integrate AI into a wide range of applications.

Renesas, a global leader in microcontrollers, microprocessors, SoCs, analog and power products, is at the forefront of advancing AI technologies that simplify design challenges and enable high-performance solutions. Through this campaign, Future Electronics aims to showcase these key offerings:

Enabling Intelligence from the Cloud to the Edge and Endpoint Sustainably, Renesas' comprehensive AI/ML developer stack enables a broad range of solutions including Real-time Analytics, Vision and Voice. Renesas covers all IoT layers with extensive portfolios in sensing, connectivity, computing, and actuation. The rich software, tools, solution offerings, and partner ecosystem provide the essential elements to accelerate customers' AIoT designs.

- Real Time Analytics: Discover Reality AI, an Edge AI software environment, which integrates advanced signal processing, machine learning, and anomaly detection on Renesas MCU/MPU cores. The software is underpinned by the proprietary Reality AI ML algorithm that delivers accurate and fully explainable results supporting diverse applications. These include equipment monitoring, predictive maintenance, and sensing user behavior as well as the surrounding environment.

- AI Vision: Renesas provides a comprehensive range of Vision AI products, tools, and solutions to cater to developers of all skill levels. The high-performance Vision AI solutions, coupled with a scalable lineup of MCUs and MPUs, address a wide spectrum of AI applications aligned with diverse market needs. Leveraging the in-house AI accelerator DRP-AI and optimized CPU architecture, Renesas offers unparalleled power efficiency to tackle critical design challenges related to heat dissipation and power consumption. User-friendly developer tools and workflows, enriched with a vast library of pre-trained applications, expedite the initiation and acceleration of the projects, no matter the expertise level.

- AI Voice: In today's rapidly evolving digital era, Voice User Interfaces (VUI) are reshaping user interactions with technology. Renesas offers advanced VUI solutions that harness cutting-edge semiconductor technology to deliver seamless, intuitive, and highly responsive voice experiences, elevating the standard for user engagement and satisfaction. Comprehensive development support including tools, software development kits and expert technical assistance to streamline the integration and optimization of VUI technology accelerates the product development cycle.

For more information, visit the campaign's main hub page:

[www.FutureElectronics.com/resources/promotions/renesas202409?loc=3](http://www.FutureElectronics.com/resources/promotions/renesas202409?loc=3).

## About Future Electronics

Founded in 1968, Future Electronics is a global leader in the electronic components industry. Future Electronics' award-winning customer service, global supply chain programs and industry-leading engineering design services have made the company a strategic partner of choice.

Headquartered in Montreal, Canada, Future Electronics operates in 159 offices across 44 countries with over 5,000 employees. Its

worldwide presence powers the company's outstanding service and efficient, comprehensive global Electronics is globally integrated and supported by one IT infrastructure which provides real-time fully integrated operations, sales and marketing services worldwide. In 2024, Future became a WT dual-headquartered in both Montreal, Canada and Taipei City, Taiwan.



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#### Company Statements

Boilerplate 1

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