Anglia Embedded joins Advantech's European sales network

ECN Europe

Anglia Embedded [1] has been appointed as UK and Ireland embedded channel distribution partner for Advantech, a manufacturer of single board computers (SBC), with effect from 31 March 2012. The agreement greatly strengthens the embedded distributor's range for industrial automation, digital signage, kiosk and other embedded computing applications.

"Advantech completes Anglia Embedded's full house of technologies from the world leading brands," said Steve Rawlins, CEO at Anglia. "Anglia Embedded can now offer its customers a full portfolio of system components sourced from the world's top brands, spanning displays, communications and SBCs."

"We are pleased to welcome Anglia to the Advantech family of resellers," said Bart de Vreese, European Channel Sales Director at Advantech. He continued, "The experience and knowledge of Anglia's staff is what truly sets them apart. Adding the Advantech Embedded Core range to its display and connectivity product lines will enable Anglia to offer a full solution to its customers, enhancing its commitment to understand, apply and deliver."

According to David Pearson, Technical Director at Anglia, the agreement with Advantech is hugely significant because it is a world leader in industrial PCs, panel PCs, rack mount PCs and standalone PC and ARM core based embedded boards. "Advantech has been building top quality, high performance computing platforms since 1983. Anglia Embedded is proud to add this key line to its portfolio," he said.

Paul Senior, Divisional Marketing Manager for Anglia Embedded added, "Embedded computing technologies from Advantech package the popular PC architecture in a range of formats to support the growing diversity of embedded computing applications that are enabling an intelligent planet. Their products are enabling companies to use less energy in their premises, optimise their manufacturing processes, communicate with their customers through inspiring interactive digital signage, and improve their security."

SOURCE [2]

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Links:
[1] http://www.anglia.com

[2] http://ecneurope.wordpress.com/2012/03/26/anglia-embedded-joins-advantechs-european-sales-network/