Premier Farnell Extends Line Card to Distribute ARM System Design Solutions in the Americas

Premier Farnell, a leading high-service distributor of technology products and solutions, announced it has entered into an agreement to distribute ARM development tools [1], software, evaluation boards and debug hardware across the Americas through its Newark element14 brand. Premier Farnell's technical support engineers will receive training on ARM system design tools to provide first line support for customers when product sales launch in early 2012.

"We are pleased to build on our excellent relationship with Premier Farnell to make ARM system design solutions available to Premier Farnell's design engineering community in the Americas," said Mark Onions, director of marketing, system design division, ARM. "Premier Farnell's innovative approach of combining the power of community and designer engagement with ecommerce adds great value to the wider ARM ecosystem."

Speaking about the agreement David Shen, Chief Technology Officer at Premier Farnell, said "This announcement continues to demonstrate our commitment to the design engineering community, bringing together the best suppliers with truly innovative routes-to-market. ARM is a global leader whose technology is at the forefront of embedded systems designs and we are delighted to be working with them."

For more information visit the website at Premier Farnell [2].

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[1] http://eu.vocuspr.com/Url.aspx?945131x703962x-1032282
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