

Embest launches new website for embedded design engineers

Embest

Focused on ARM based MCU design and optimised for researching and buying products quickly and easily online

LONDON – 4 April 2013. Embest, a leading provider of embedded system development boards and tools and a part of global electronics distributor Premier Farnell [LON:PFL], today announced the launch of its new global website. The site has been enhanced with a fresh new look, easy navigation and an easy-to-use online store.

The new feature rich website, www.embest-tech.com [1], has improved user-experience with easy to use navigation, quick, simple search functions and regularly updated news feeds. It has been designed to provide embedded design engineers with increased ease of access to Embest's broad portfolio of development kits and software design tools, professional design services, turnkey embedded solutions and electronics manufacturing services.

Quicker, easier and faster search allows Embest's customers to access their wide range of evaluation boards in a variety of ways. Customers can now browse Embest's growing portfolio of Single Board Computers (SBC), mini CPU core modules and turnkey solutions, from Atmel, Freescale, Texas Instruments, STM, NXP and Samsung, as well as extension modules and accessories focused on GPRS, WCDMA, LCD interfaces, Wi-Fi and camera interfaces, by product category, chip manufacturers and microcontroller core architecture. In addition, up-to-date pricing and stock availability together with the introduction of PayPal, to provide customer with another fast and secure way to pay online, provides a best-in-class purchasing experience for customers around the world.

The products available from Embest online are now supported by detailed technical information including user manuals, software sample code, design schematics, datasheets, software drivers and more. Customer technical support is also offered by the multi-lingual technical support team from Embest as well as Embest's own professional embedded community, which has more than 200,000 active members.

The new website also offers the CooCox IDE development tool as a free download. The CooCox IDE (CoIDE) is a highly-integrated software development environment for ARM Cortex M4, M3, M0 and M0+ based microcontrollers, which includes all the tools necessary to develop high-quality software solutions in a timely and cost effective manner.

In response to the newly launched site from Embest, Austin Su, Embest's Managing Director, said "We are very excited about the launch of the web site and how it

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Published on Electronic Component News (<http://www.ecnmag.com>)

provides a strong platform to showcase to customers all of what Embest has to offer." Austin Su added, "The website now provides an easy and efficient way for customers to do business with Embest, while also giving them access to wealth of technical information and resources no matter where they are in the world."

Source URL (retrieved on 08/21/2014 - 7:58am):

<http://www.ecnmag.com/news/2013/04/embest-launches-new-website-embedded-design-engineers>

Links:

[1] <http://www.embest-tech.com>