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Anglia launches M2M communications division

Wins backing from market leaders Cinterion, Fastrax and Ember

Wisbech, UK, 14 October 2009 – Anglia Components, the UK’s leading independent component distributor, today announced the formation of a new business unit with a dedicated team to address the machine-machine communications market. Anglia M2M is supported by a line-up of 15 market leading suppliers including Cinterion, Fastrax and Ember.

At the point of launch, Anglia M2M offers embedded wireless communications modules and components supporting all of the major wireless communications standards in common use for machine-machine communications today. Alongside Cinterion GSM and GPRS modules, Fastrax GPS and Ember ZigBee technology, it offers best in class WiFi, WiMAX, Bluetooth, and Ethernet solutions as well as powerline communications and other supporting products. A full range of antennas from CTi and Antenova is also included in the range. Anglia M2M customers are offered these integrated technologies backed by in-depth technical and logistical support. To complete the service to M2M customers, AngliaM2M offers Data SIM card and tailor-made airtime solutions.

Commenting, Steve Rawlins, CEO at Anglia, said, “Anglia has been expanding its portfolio of communications technologies for over 2 years and built successful relationships with some of the technology and sales market leaders in the field. Forming Anglia M2M as a specific business unit to address these franchises puts us in a position to build on this success. Customers and franchises already recognise our expertise, the technology and the outstanding service that we offer. Now we have a brand that reflects that market position.”



Anglia M2M is being led by John Bowman as Divisional Marketing Manager. He comments, “M2M communications is a key element to many of the markets that are growing today – and where Anglia customers are already being successful. These include smart energy, remote monitoring, security, asset tracking, e-health and cashless payment. As Anglia M2M, we are able to go to existing and new customers with effective solutions for the numerous applications in this rapidly growing market and back them up with full technical support.”

John Bowman has a team of five highly qualified communications specialists who will work with customers across the portfolio of technologies offered by the distributor. Anglia M2M has put in place a substantial stock profile across all its franchises, allowing it to offer ex-stock delivery of most development kit and sample requirements.

For more information, please visit: www.anglia-m2m.com

About Anglia

Anglia is the UK’s leading independent authorised distributor of semiconductors, optoelectronics, interconnect, and passive and electromechanical components. The company is a member of SC21 and holds AS9120 and ISO9001 approvals. Anglia’s exceptional technical support spans a fast sampling service, telephone advice from product specialists, on-site visits from field applications engineers and, ultimately, electronics design. An in-house team of designers adds expert resources to customers’ design teams, helps reduce final product costs and accelerates development times. Anglia stocks over 700 million components from 500,000 product lines in the UK, and streamlines its customer’s logistics and reduces costs through KAN-BAN, EDI, and customer-dedicated inventory.

For further details please contact:

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