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Avnet, Xilinx Engagement Deepens with New Premier Farnell Deal

Terms:

Just months after Avnet and Xilinx® announced the expansion [1] of their global channel relationship to include Avnet's EMEA-based specialist semiconductor distribution arm, EBV Elektronik, Avnet-owned Premier Farnell has signed a franchise agreement with Xilinx, adding Xilinx's industry-leading All Programmable devices to its extensive product offering.

In making the announcement, [2]Xilinx Vice President of Channel Sales Mike Barone stated, "We recognize the outstanding support that Premier Farnell provides to its customers from concept through to volume production—with design services, bespoke development and integration platforms, as well as evaluation kits and continuity of supply. Premier Farnell will enable customer expansion through their mass market approach and the unique position they hold as the development distributor."

To support the Xilinx line of products, Premier Farnell has developed a new Xilinx technical resource capability accessible via livechat, email and phone -- and supported by All Programmable device technical champions in each region.

Xilinx All Programmable devices are available from Farnell element14 [3]in Europe, Newark element14 [4]in North America, and element14 in APAC. Click on the following links for more information on Xilinx components, kits and training resources available through Avnet [5], EBV [6] and Silica [7].

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Links:
[1] http://news.avnet.com/press-release/avnet/avnet-and-xilinx-expand-global-channel-relationship
[2] http://www.premierfarnell.com/content/premier-farnell-now-stocking-xilinx-all-programmable-devices
[3] http://uk.farnell.com/xilinx-storefront
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