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Anglia makes fast tracks to Fastrax

Wisbech, UK, 28 September 2009 – Anglia Components is to distribute and support Fastrax GPS modules in the UK and Ireland, following the signing of a new franchise agreement between the two companies.

To mark the occasion, Anglia is to give away over £6000 worth of Fastrax Evaluation Kits to selected customers in the UK and Ireland. Customers wishing to evaluate Fastrax' GPS Modules can apply for the offer by visiting the www.anglia-m2m.com website and completing the online registration form.

Commenting, John Bowman, Divisional Marketing Manager, Anglia, said: “We regard Fastrax as a world leader in GPS location module technology for tracking assets ranging from vehicles to goods consignments to livestock and even children. Put alongside our relationship with Cinterion, a world leader in GSM and GPRS modules, this represents a very powerful portfolio for anyone involved in tracking and tracing.”

He continued, “Our commitment to making this relationship work is significant, which is why we have taken five of our wireless engineers to the Fastrax headquarters in Helsinki for in depth training, enabling us to offer comprehensive application support and design assistance to our customers.”

Under the agreement, Anglia will gain access to the full portfolio of Fastrax GPS modules, including the IT 500, the most sensitive GPS receiver module on the market with a sensitivity of -165dBm. Due to its exceptionally high acquisition sensitivity, the module achieves cold start in exceptionally unpromising environments, and can operate reliably in urban canyons and other environments where signal availability is poor.

Anglia's M2M line-up offers companies integrated embedded wireless and communications technologies backed by in-depth technical and logistical support across all of the major technologies in general use today. Alongside Fastrax GPS and Cinterion GSM and GPRS modules, it offers best in class WiFi, WiMAX, Bluetooth, ZigBee and Ethernet solutions.

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.

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