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## Anglia partners with connectBlue

**Wisbech, UK, 18 October 2010** – Anglia M2M has announced a new authorised distribution agreement with Swedish based wireless company connectBlue, strengthening its support for all the popular wireless communications standards. A leading provider of wireless solutions, connectBlue offers ready to use modules supporting Bluetooth®, Wireless LAN and ZigBee.

“All connectBlue modules are fully certified and utilize the same standard interface for compatibility over product generations and across wireless technologies. This means our customers can grow together with us over time,” commented Martin Engdahl, connectBlue Director of Sales. “Right now, we are in a very expansive phase which will be enhanced by our new partnership with Anglia M2M. We expect continued growth in the use of wireless based technology in new and evolving markets, and Anglia is the ideal distribution partner to develop these opportunities.”

Andrew Pockson, Divisional Marketing Manager for Semiconductor and Wireless, Anglia said: “The addition of connectBlue to Anglia M2M significantly enhances our ability to supply and support our customers with wireless modules and solutions. The use and implementation of wireless based machine-to-machine applications is increasing, and we fully expect to develop design-in opportunities in a wide range of both traditional and innovative application areas with connectBlue’s solutions and products.”

Founded in 2000, and providing support for wireless applications in demanding industrial and commercial environments, connectBlue’s wireless expertise encompasses Bluetooth® technology, Wireless LAN 802.11 a/b/g/n, ZigBee/IEEE 802.15.4, wireless serial and Ethernet port adapters and NFC (near-field communication).



Launched in October 2009, Anglia M2M has a line-up of 15 market leading suppliers including Cinterion, Fastrax and Telegesis as well as connectBlue. It 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 Telegesis 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, Anglia M2M offers Data SIM card and tailor-made airtime solutions.

Anglia will commence promotion, sales and support for connectBlue products with immediate effect. For more information, please visit: [www.anglia-m2m.com](http://www.anglia-m2m.com)

#### **About connectBlue**

connectBlue™ is a leading provider of wireless solutions for demanding applications in segments industrial automation, medical, instrumentation, diagnostics, logistics / transportation, vehicles and point of sales. Based on Bluetooth technology, Wireless LAN (WLAN) and IEEE 802.15.4 / ZigBee, connectBlue provides ready-to-use products and modules as well as custom design solutions in both hardware and software. connectBlue has offices in Malmö (Sweden), Chicago (USA) and Pfaffenhofen/Munich (Germany). For more information, please visit [www.connectblue.com](http://www.connectblue.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 signatory of the ADS SC21 programme and holds AS9120, ISO9001, ISO14001 accreditations and IECQ-CECC qualification. 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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