**Farnell element14 launch tinyTILE for wearables and IoT market**

*Incredibly small form factor addresses challenge for increased features and functionality whilst reducing product weight and size*

**London, UK – March, 13th, 2017:** [Farnell element14](http://www.farnell.com/)  today launch [tinyTILE](http://www.element14.com/tinytile), an Intel® Curie™ module based board that has been created in partnership with [Intel](http://intel.com/curie). tinyTILE is the latest development to come from a successful partnership between Intel and Premier Farnell. This new board has been specifically designed for use in wearable and IoT designs for consumer and industrial edge products.

tinyTILE is a new low power board offering features that are ideal for "always-on" applications, such as social media, sports and fitness activities, as it enables quick and easy identification of action and motions. The module is packaged into a very small form factor measuring approx. 35 x 26mm and runs a software platform created specifically for the Intel® Curie™ module. As such, tinyTILE can be programmed using either the Arduino IDE\*, Intel’s own software – Intel® Curie™ Open Developer Kit (ODK), or Anaren Atmosphere\* – a cloud-based ecosystem that offers a complete end-to-end IoT solution. Each of these environments provide unlimited development possibilities with the tinyTILE.

With a general trend in emerging technologies for ever smaller design envelopes, developers are facing the challenge of increasing features and functionality whilst reducing product weight and size. Thanks to its compact design, tinyTILE is the ideal solution for applications where space is limited and is the perfect board to develop wearable and IoT products. Key features of this new board include: compute functionality, motion sensors, Bluetooth® connectivity, pattern matching capabilities for optimised analysis of sensor data and battery charging capabilities.

**James Jackson, Vice President and General Manager of Intel’s Maker & Innovator Group said,** “At Intel, we are excited about tinyTILE for two main reasons. First, it is a great development board that provides access to the full potential of the Intel® Curie™ module in a small, mobile-friendly form factor that can easily be integrated into products. Additionally, tinyTILE can be modified by the custom design services from Premier Farnell to enable highly optimized solutions.”

tinyTILE has already had its first success with the start-up company [Jagger & Lewis](http://www.jagger-lewis.com/corporate/), who are dedicated to enhancing wellness in households globally. Jagger & Lewis have developed a ‘connected collar’ designed to improve the quality of life for our canine companions through a better understanding of their activity – yes, a waggy tail does mean happiness!

**Richard Curtin, Director of Strategic Alliances at Premier Farnell said,** “We are incredibly proud to be working with Jagger & Lewis. As a start up, they have put boundless energy, imagination and creativity into developing the connected collar. With a clear passion, they have fused well-being and technology together and we are excited to see the effect with man’s best friend”.

This project has been incredibly successful and Jagger & Lewis have already opened their order book.

tinyTILE gives developers entry level access to begin developing IoT and wearables products at a lower cost, opening out the possibilities for future developments. tinyTILE has only been made possible thanks to the strong partnership with Intel with Premier Farnell being the sole manufacturer.

tinyTILE is available to buy from [Farnell element14](http://www.farnell.com/) in Europe and [Newark element14](http://www.newark.com/) in North America.

For more information on tinyTILE please visit [www.element14.com/tinytile](https://www.element14.com/community/docs/DOC-82913)

Visit Farnell element14 at Embedded World, Hall 3 / 3-221 to see tinyTILE in action through product demonstrations.

Copyright 2017 © Farnell element14

Intel, the Intel logo and Curie are trademarks of Intel Corporation in the U.S. and/or other countries. Arduino, Arduino 101 and the Arduino infinity logo are trademarks or registered trademarks of Arduino AG. The Bluetooth® word mark is a registered trademark owned by the Bluetooth SIG, Inc. and any use of the mark by Intel Corporation is under license.

**\*\* Ends\*\***

**Notes to Editors**

You can find more details and supporting imagery related to this press release on our newsroom: [www.element14.com/news](http://www.element14.com/news)

**About us**

Farnell element14 is part of the [Premier Farnell](http://www.premierfarnell.com/) group of businesses, a global technology leader with over 80 years in the high service distribution of technology products and solutions for electronic system design, production, maintenance and repair. Premier Farnell uses this experience to support its broad customer base, from hobbyists to engineers, maintenance engineers and buyers as ‘The Development Distributor’, working with leading brands and start-ups to develop new products for market, and supporting the industry as it seeks to develop the current and next generation of engineers.

Premier Farnell focuses its offering around four core customer journeys:

* **Education to Maker** – Premier Farnell is an official manufacturer of two of the most popular Maker Boards, Raspberry Pi and Beaglebone Black, and exclusive manufacturer of educational programming boards such as the BBC micro:bit and Codebug.  Customers are supported through element14.com, the largest online engineering and maker community, also providing support to educators and parents through its new STEM space.
* **Research and Design Services** -  Premier Farnell is the No.1 for Development Kits, having worked with the world’s leading Semiconductor companies to design and manufacture their latest development boards in house.  A deep understanding and design knowledge of the latest Semiconductor Devices available also supports Premier Farnell’s broader design assistance offering, providing a similar service to customers of all sizes who are seeking additional engineering support.
* **Design through to Production** – Premier Farnell provides an entire solution for design to manufacturing customers, with the broadest range of Semiconductor and Passive inventory available, a world class line card, same day despatch, a strong board level Interconnect proposition and growing Electromechanical proposition.  In addition, it has the technical support capabilities to meet all customers’ needs, from simple cross-reference to complex design.
* **Bench to Board** – Premier Farnell offers one of the industry’s broadest ranges of Test & Measurement equipment and a leading line card for all Tool & Production supplies supporting customers from the testing of initial designs to delivering essential maintenance activity to keep their operations running.

Premier Farnell is a business unit of Avnet Electronics Marketing, the components operating group of Avnet, Inc., (NYSE:AVT). Premier Farnell trades as [Farnell element14](http://farnell.com/) in Europe, [Newark element14](http://www.newark.com/) in North America, and [element14](http://sg.element14.com/) throughout Asia Pacific. The Premier Farnell Group is supported by a global supply chain of more than 3,500 suppliers and has an extensive inventory profile developed to anticipate and meet the needs of innovative customers everywhere.

Key facts:

* Operations in 38 countries and 43 local language transactional websites
* More than 3,500 leading suppliers
* More than 650,000 products stocked with access to over four million more on demand
* More than 440,000 members of the element14 community
* Leaders in providing information on REACH, Conflict Minerals and EU RoHS [legislation](http://www.element14.com/community/community/legislation)

For more information, visit the website at <http://www.premierfarnell.com>

**European PR Agency:**

**Freya Ward**

**Napier Partnership**

Tel: +44 1243 531123

Email: [freya@napierb2b.com](mailto:freya@napierb2b.com)

**Premier Farnell:**

**Jen Patterson**

**European PR Manager**

Tel: +44 113 3484904

Email: [JPatterson@premierfarnell.com](mailto:JPatterson@premierfarnell.com)