**Premier Farnell announces global franchise agreement with**

**Dialog Semiconductor**

**London, United Kingdom, 27 April 2017**, Premier Farnell, the Development Distributor, is today announcing a new global franchise agreement with Dialog Semiconductor. The agreement further enhances Premier Farnell’s semiconductor power management and wireless product ranges.

Dialog Semiconductor products offer high performance power saving solutions, particularly for smartphones, power adapters, solid state lighting and emerging IoT applications. They bring decades of experience to the rapid development of ICs while providing flexible and dynamic support in key product areas such as power management, power conversion and connectivity.

The addition of Dialog Semiconductor ranges broadens Premier Farnell’s offering for electronic design engineers developing products for home appliances, networking, smart home, smart lighting and smart meter markets.

**Simon Meadmore, Global Head of Semiconductors, Premier Farnell, said:** “As the Development Distributor, we are committed to working with our customers to understand their design requirements and helping them to develop their products and businesses. One way we do this is by providing a wide product range together with leading technical expertise. This new agreement expands our product range, and coupled with Dialog Semiconductor’s advanced system-level knowhow, deep portfolio of intellectual property and mixed signal innovation, further enables us to provide a full service solution for customers. We have extensive experience in supporting our customers from design to initial production, and now, as part of the Avnet group, we can guide our customers as they take their products to high volume production, providing a true end-to-end solution.”

**Tom Sandoval, Senior Vice President Worldwide Sales, Dialog Semiconductor, said: “**We are excited about our new partnership with Premier Farnell and the associated synergies with Avnet, our exclusive WW broad channel distributor. This agreement enables a wider community of customers a true prototype to production channel for Dialog’s leading products and technologies.”

For more information or to view the Dialog Semiconductor range please visit [Farnell element14](http://uk.farnell.com/b/dialog-semiconductor?searchRef=SearchLookAhead) in Europe, [Newark element14](http://www.newark.com/b/dialog-semiconductor?searchref=searchlookahead) in North America and [element14](http://sg.element14.com/b/dialog-semiconductor?searchRef=SearchLookAhead) in Asia Pacific.

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**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)

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**About us**

[Farnell element14](http://uk.farnell.com/) 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://uk.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.

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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>

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