**Insights from Farnell element14 customers confirm why the**

**Raspberry Pi is increasingly being adopted for professional use**

*New Raspberry Pi 3 Model B+ takes the board even further – satisfying professional customers’ wish list items for further development*

**London, United Kingdom, 14 March 2018:** [Farnell element14](http://www.farnell.com), the Development Distributor, shares insight from customers using the Raspberry Pi on the launch of the new Raspberry Pi 3 Model B+. Feedback from customers demonstrates growing adoption of the Raspberry Pi for volume production and its suitability for professional design into an end product; examples include controllers for prepaid TV sets in hospitals and advertising screens in cinemas to lift monitoring systems in smart buildings.

Farnell element14 customers choose the Raspberry Pi over other Single Board Computers in the market because of its strong quality vs price point, the stability of the product over time, powerful processing capabilities, ease of use, and reliable sourcing. Customers also cited the quality of support and documentation available on the element14 Community and other forums as a key factor in their choice, with support available “far better than any other proprietary board”.

Existing professional users have expressed faster CPU, onboard eMMC, Power over Ethernet, dual band wireless LAN and a commitment to manufacture for an extended period as wishes for the next model. The Raspberry Pi 3 Model B+, launched today, delivers on these wishes:

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|  | **Raspberry Pi 3 Model B** | **NEW Raspberry Pi 3 Model B+** |
| CPU | 1.2GHz | 1.4 GHz, a 15% increase |
| Power over Ethernet/onboard eMMC | Not available | Power over Ethernet (PoE) enabled RJ45 providing PoE support via a new PoE HAT enabling users to boot over Ethernet and run without an SD card |
| Wireless | 2.4 GHz only | 2.4 GHz and 5 GHz IEEE 802.11ac wireless, Bluetooth 4.2, BLE with modular certification |
| Extended commitment to manufacture | no commitment made at launch | Commitment to manufacture until at least 2023 (5 years from launch) |

The board also importantly retains the same mechanical footprint and pin out as both the Raspberry Pi 2 Model B and Raspberry Pi 3 Model B easing upgrade to this faster, more capable board and reducing potential costs related to redesign.

Other functionality enhancements which enhance suitability for embedded applications include improved thermal management and faster ethernet. The Raspberry Pi 3 Model B+ also comes with modular compliance certification, allowing the board to be designed into end products with significantly reduced wireless compliance testing saving both time and money.

**Eben Upton, CEO Raspberry Pi Trading said:** “The launch of the Raspberry Pi 3 Model B+ is about providing industry with a board that is perfectly suited for use in embedded products. The Raspberry Pi has already proven itself to have strong stability, high quality and ease of use combined with an attractive price point for all markets. This supercharged Raspberry Pi 3 Model B+ takes it one step further, easing compliance certification, reducing cost and time to market and all at the same price of $35, making it perfect for all applications”

**Peter Wenzel, Global Director of Software and Single Board Computing for Premier Farnell and Farnell element14 added:** “As we speak to customers about how they use the Raspberry Pi, the growing demand for the board for use as an embedded product in professional applications is becoming increasingly evident. As the leading manufacturer and distributor of the Raspberry Pi with a broad ecosystem of professional Raspberry Pi accessories and design and manufacturing services, we support our professional design customers at every stage of their journey. The new Raspberry Pi 3 Model B+, jam packed with features for professional use, means our customers can now bring their products to market faster, and with fewer resources, than ever before.”

Farnell element14 will be hosting a live ‘invite only’ webinar on the element14 community. The webinar is specifically targeted at customers using or planning to use the Raspberry Pi for professional use. The webinar will be available for all members to watch afterwards.

The Raspberry Pi 3 Model B+ is available to buy from [Farnell element14](http://uk.farnell.com/buy-raspberry-pi) in Europe, [Newark element14](http://www.newark.com/buy-raspberry-pi) in North America and [element14](http://sg.element14.com/buy-raspberry-pi) in Asia Pacific.

**Ends**

**Notes to editors**

The new official Power over Ethernet add-on board for Raspberry Pi will be available to buy from Farnell element14 from summer 2018.

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](http://farnell.com/) and [forthings.io](http://www.forthings.io/) are 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.

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