**Element14 Demonstrates Full Range of Artificial Intelligence Products with New Technology Pages**

*Exclusive products including Smartedge Agile and Ultra96 make it easier than ever for users to build intelligence into their designs*

**Singapore, 12 March 2019:** [element14](https://sg.element14.com/), the Development Distributor, announces the launch of a dedicated Artificial Intelligence (AI) online resource on the element14 website. The new pages cover a variety of topics ranging from basic explanations of AI, and different types of AI applications, to descriptions of specific AI products including several ranges that are exclusive to element14.

Today, AI-driven analytics and real-time insights are helping industries transform their businesses in diverse sectors from logistics and healthcare to automotive and manufacturing. Element14’s new AI technology pages will help customers to learn more about AI, explore unique AI-specific product ranges, and access support to choose the best solutions to meet their project requirements.

A key element of the element14 AI offering is the AI Configurator: an interactive tool that allows engineers to quickly determine the most appropriate products and solutions for their AI projects. It identifies the various development boards, sensors and software that best meet the needs of the inputted application from a wide range of vendors. This enables users to select the most suitable products with confidence and obtain optimum results faster, speeding up development without the need for unnecessary and often time-consuming research.

In addition, new AI products that are exclusively from element14 include:

* [Smartedge Agile](https://www.element14.com/community/view-product.jspa?fsku=2981063&nsku=): Exclusive to element14, an end-to-end IoT solution to deliver AI and security at the edge. The Smartedge Agile device is a certified hardware solution embedded with a full software stack featuring edge intelligence.
* [Ultra 96](https://www.element14.com/community/view-product.jspa?fsku=2858349&nsku=): Exclusive to element14, a platform to simplify machine learning, Ultra96 is an Arm-based Xilinx Zynq UltraScale MPSoc development board based on the Linaro 96 board specification.

“As AI technology is still at a relatively early stage in terms of its potential applications and market penetration, the scope is wide open for customers to explore various possibilities and develop new products and ideas”, says **Cliff Ortmeyer, Global Head of Technology Product Marketing and Solutions Development at Farnell and element14**. “Our new AI technology pages will provide a valuable resource that users and developers can use as a starting point for their designs.”

AI technology pages and can be found on the [Farnell](https://uk.farnell.com/artificial-intelligence) website in EMEA, [Newark](https://www.newark.com/artificial-intelligence) website in the America and [element14](https://sg.element14.com/artificial-intelligence) website 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)

**About us**

[element14](http://sg.element14.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 trades as [Farnell](http://uk.farnell.com/) in Europe; [Newark](http://www.newark.com/) in North America; and [element14](http://sg.element14.com/) throughout Asia Pacific. Premier Farnell sells direct to consumers through a network of resellers and its [CPC](http://cpc.farnell.com/) business in the UK.

Premier Farnell is a business unit of Avnet, Inc. (Nasdaq: [AVT](https://ir.avnet.com/)). Avnet is a global technology solutions provider with an extensive ecosystem that delivers design, product, marketing and supply chain expertise for customers at every stage of the product lifecycle.

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