US Engineers Use Collaborative Online Workspace to Connect, Design and Purchase Seamlessly

CHICAGO –- element14, a new collaborative workspace created for electronic design engineers at www.element-14.com, has added an electronics technology store to its environment for US customers.

With this enhancement, element14 now seamlessly supports the US engineering community in a way that no other website can: from early design development and concept through the creation of a product prototype—every stage is supported.

At the element14 store engineers can purchase many of the new technologies they learn about and discuss in the community, without having to leave the environment. The store offers a wide selection of top brand, board-level products and development kits required for next-generation design development. Products are available for same day shipping within the US at three fixed freight rates, starting as low as $5 per order.

Launched in June, 2009 as a global technology resource and community for design engineers, element14 uses web 2.0 functionality and a built-in translation tool to break down language barriers required to facilitate interaction, collaboration and information sharing worldwide. A fully searchable library of technical data streamlines research for the newest technologies, and CadSoft's EAGLE software, is available for download.

"element14 has already attracted tens of thousands of engineers, drawn by such features as "Ask an Expert", deep dive technology microsites like the Microchip Technology nanoWatt XLP Resource Center and the opportunity to 'road test' new technologies," said Alisha Mowbray, Senior VP, Innovation Marketing, element14.

"With the addition of a store, element14 truly becomes the workspace of tomorrow, the way more and more design engineers will choose to connect, design and purchase."

element14 is backed by global electronics distribution leader Premier Farnell. The element14 store is supported by live technical product chat and a customer service team.

element14, www.element-14.com

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