Digi-Keyâ€™s TechXchange Announces Community Partnership with EBN

Digi-Key announced the addition of UBM Electronics' EBN as a valued community partner for Digi-Key's TechXchangeSM online engineering community.

EBN is the market-leading interactive community site for senior executives, managers, financial analysts, and other professionals involved in managing supply chain activities in the high-tech equipment sector. Formerly known as Electronics Buyer's News, EBN was one of the first publications to track the industry supply chain. The publication focused on the electronics supply chain and provided critical market information on all players in the electronics industry.

"We are pleased to announce this partnership with EBN," said Tony Harris, chief marketing officer (CMO) of Digi-Key Corporation. "With this partnership, TechXchange can create an environment that will support EBN and its vast demographic of supply chain industry professionals and purchasers."

Digi-Key's TechXchange is a user-to-user forum where design engineers or hobbyists are able to discuss technology, products, designs and more, while participating in discussions, asking questions of the community or of subject matter experts. TechXchange is organized by four specific technology-based groups: the Lighting, Microcontroller, Power, Sensors, and Wireless communities. There is also a general community for queries which do not fit the four previously mentioned technologies. As the leading integrated Internet-based distributor, information about and inventory of millions of products is accessible to customers around the globe, with all products shipped from Digi-Key's single, North American location. The company's integrated business model provides product and support information online to help put engineers and procurement professionals in control as they solve tough product development challenges.

The company's online offerings and resources include: an interactive online catalog; PTM Online...On Demand product training modules; TechZone Magazines; Another Geek Moment videos; Digi-Key toolbar; PurchasingPro for electronics buyers; TechXchange; a Mobile and Social Center; and a Reference Design Library.

Digi-Key [1]

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Links:
[1] http://dkc1.digikey.com/us/en/mkt/Press/EBN.html