

November 5, 2012

## **Anaren Integrated Radio (AIR) Modules - Including New Air Modules for the ZigBee(R) Standard\* - to be Sold Through Premier Farnell**

Family of tiny, ETSI-compliant and IC/FCC-certified RF transceivers — based on Texas Instruments' low-power RF chips — are the first-ever Anaren product lines to be added to Premier Farnell line card and supported through the element14 Community.

SYRACUSE, N.Y., Nov. 5, 2012 (GLOBE NEWSWIRE) -- Anaren, Inc. (Nasdaq:ANEN) announced today that it will be marketing its new family of Anaren Integrated Radio (AIR) modules with electronics distributor Premier Farnell (LSE:PFL). The initiative marks Anaren's first appearance on Premier Farnell's line card and is expected to provide a valuable, new sourcing option for AIR module customers in [Europe](#), [Pacific Asia](#), and [the Americas](#).

"Anaren is proud to be working with Premier Farnell to promote and support our new AIR product line, including our new AIR modules for ZigBee applications," said Mark Bowyer, the business development manager in Anaren's Wireless Group responsible for the AIR line. "We were impressed with Premier Farnell's dedication to providing personalized, turnkey support through its unique element14 Community and their focus on providing a highly tailored customer experience for the design engineer."

Bowyer added that the alliance with Premier Farnell widens Anaren's array of both service-intensive, online and brick-and-mortar distribution partners.

Marianne Culver, Chief of Global Supply Chain and Supplier Management for Premier Farnell, said: "The inclusion of Anaren in our product line across each of our businesses in Europe, Asia Pacific and the Americas is a great boost and we are delighted to be working with them on the AIR modules. I am sure the addition of the line will be seen by many of our customers as a tremendous boost to their sourcing needs."

As for the AIR product family itself, this relatively new line for Anaren provides an elegant, 'plug and play' RF solution — with each module's footprint being smaller than a postage stamp — to electronic engineers challenged with adding wireless capability to new or existing devices.

Applications for AIR modules range from industrial control, building automation, and low-power sensor networks — to lighting and equipment and appliances intended for inclusion in smart-grid and energy-management scenarios (e.g. automated meter reading, devices and equipment intended for ZigBee® Standard applications, etc.).

More specifically, the AIR module product family offers:

- > Easy integration and implementation on existing or newly-designed two-layer PCB
- > Very little RF engineering experience necessary
- > Tiny common footprints across the product family (e.g. 9 x 12 x 2.5mm and 9 x 16 x 2.5mm)
- > Pre-certification to applicable industry standards, including FCC, IC, and ETSI
- > Choice of embedded or connectorized antenna
- > 100% RF-testing
- > Low power consumption
- > Choice of frequencies in the Global ISM bands to match an OEM's application (433MHz, 868MHz, 915MHz, and 2.5GHz)
- > A growing library of software stacks, supporting specific applications (i.e. devices intended for compliance with the ZigBee® Standard)

> Out-of-the-box connectivity — aided by a wide and growing range of development tools compatible with Texas Instruments' popular design-tool library, including EZ target boards that work with TI's EZ430-RF2500 tool; EM boards that work with TI's DK development kits; and AIR-equipped BoosterPacks compatible with TI's LaunchPad environment (including a new CC2530 BoosterPack for ZigBee application development using either the MSP430™ or StellarLaunchPad)

> Tape and reel packaging for easy integration into automated assembly systems (matrix tray packaging also avail)

> Competitive pricing: Under \$10 for 10K pieces or more.

E-OEM design engineers interested in learning more or securing applications assistance are encouraged to contact Anaren or any authorized AIR module distributor (see website for current listing).

**ABOUT ANAREN:** An innovative leader in microwave and RF technology, Anaren designs and manufactures complex components and subsystems for defense, satellite, wireless, and consumer electronics markets. **To learn more, visit [www.anaren.com](http://www.anaren.com)**

The Anaren, Inc. logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=5360>

### **About Premier Farnell**

[Premier Farnell plc](http://www.premierfarnell.com) (LSE:PFL) is a global leader in high service distribution of technology products and solutions for electronic system design, maintenance and repair. Its differentiated proposition includes 29 local language transactional websites, and the critically important [element14 Community](http://www.element14.com) for design engineers — an industry first ([www.element14.com](http://www.element14.com)). With sales last year of £973.1m and underlying profits of £104.6m the Group distributes its comprehensive portfolio of products and services throughout Europe, North America and Asia Pacific, supported by a global supply chain of over 3,500 suppliers and an inventory profile developed to anticipate and meet its customers' needs.

\* *The terms ZigBee®, ZigBee® Alliance, and ZigBee® Standard are registered trademarks of ZigBee®*

CONTACT: John Hoeschele

Mktg. Comm. / Gov't Rel. Mgr.

Tel: 315.432.8909

E: [jhoeschele@anaren.com](mailto:jhoeschele@anaren.com)