



Press Release

AVID TECHNOLOGIES NOW OFFERING Qi DEVELOPMENT TOOLS THAT SUPPORT THE LATEST WPC MEDIUM POWER STANDARDS

Twinsburg, Ohio (June 25, 2014) – [AVID Technologies Inc.](#), a comprehensive provider of advanced electronic products and design services, is pleased to announce newly released Qi Wireless Power development tools that will support the Medium Power (15Watt) extension of the Wireless Power Consortium standards. Initial offerings will include a medium power test receiver, a medium power FOD (foreign object detection) test receiver and a new version of AVID's Qi Sniffer device that supports the medium power extensions. AVID will also release medium power transmitter and medium power FOD transmitter products soon.

AVID's Medium Power Qi Receiver Simulator has the same programmable functions as the low power version with some added test modes specific to the medium power specifications.

AVID's factory-calibrated medium power FOD Receiver is designed to emulate the Medium Power FOD reference receiver defined by the WPC.

AVID's new Qi Sniffer has the same capabilities as the previous version, but will also recognize and decode new communications packets defined for the medium power extension. Existing Qi Sniffer devices will be upgradable by downloading and installing software updates and purchasing a license key from AVID.

Orders are being accepted for these new products. The Medium Power Receiver Simulator and Medium Power FOD Receiver devices will be available next month. Qi Sniffer devices and software upgrades with medium power support will be available by end of Q3.

To order AVID's Qi Development tools, visit www.avid-tech.com/wirelesspower or call 330-487-0770.

To inquire about AVID's calibrated FOD Transmitter and FOD Receiver devices, send email to wirelesspower@avid-tech.com

About AVID – AVID Technologies Inc. provides advanced, innovative engineering and design services to OEM companies ranging from Fortune 100s to startups across various market segments. For the past 10 years, AVID has been heavily involved in wireless power design and in 2010 became an associate member of the Wireless Power Consortium. Using their own development experience, AVID has expanded its business model to assisting other companies wishing to integrate wireless power into their products through development tools and specialized design consulting and testing.

In 2014, AVID was acquired by [Premier Farnell plc](#) (LSE:pfl), the global leader in high service distribution of technology products and solutions for electronic system design, production, maintenance and repair. Premier Farnell works with key strategic suppliers to bring to market development kits in a variety of applications, enabling it to support the customer from design concept through to production.

The latest products, software, services and solutions from trusted supplier partners are all available through 43 local language transactional websites, with customer support provided by degreed engineers. The element14 [Community](#) allows buyers and engineers to access a wide range of independent technical information, tools and the latest resources.

For news updates from Premier Farnell and element14 visit:

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