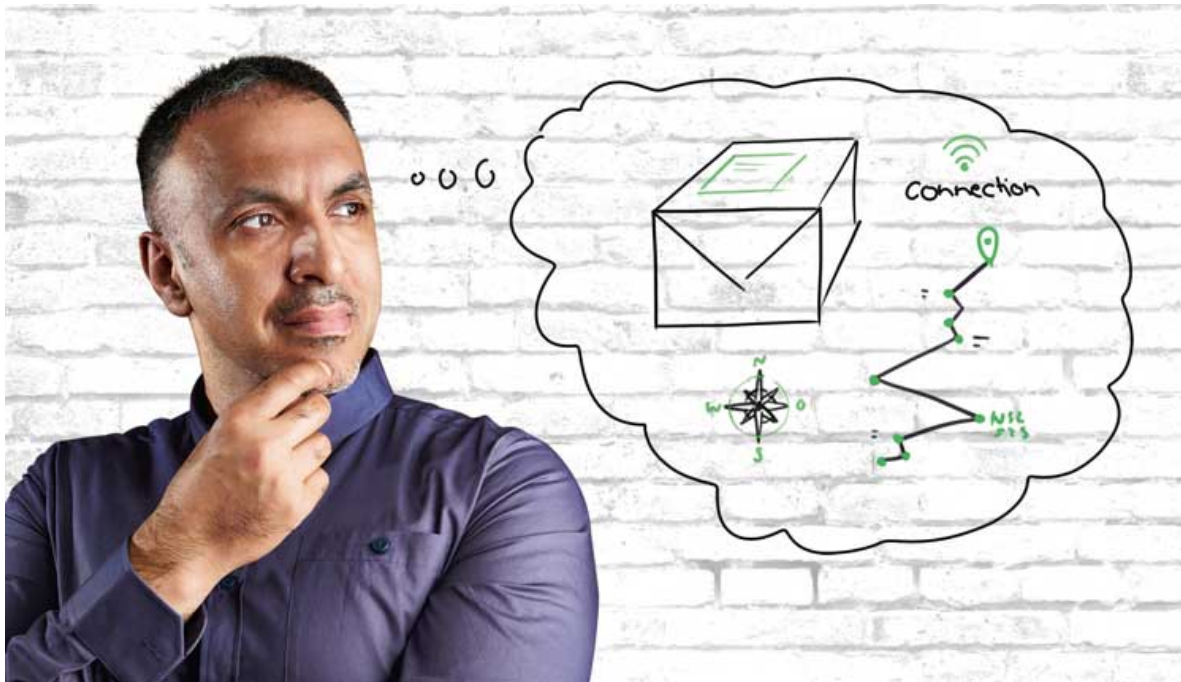


(<https://hubs.ly/H0f1fS40>)

Avnet and TE Connectivity: Helping startups get their ideas to market



Azhar Hussain , CEO & Co-Founder Hanhaa

Posted by IOT NOW MAGAZINE ([HTTPS://WWW.IOT-NOW.COM/AUTHOR/M2M-MAGAZINE/](https://www.iot-now.com/author/m2m-magazine/))

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Time is critical in the increasingly competitive IoT space. This is why London-based IoT-innovator Hanhaa turned to Avnet to get its smart parcel-tracking solution to market quickly.

ParcelLive is a live parcel-tracking service that allows users to determine the exact location and condition of their parcel in real time anywhere in the world. During the design process, Hanhaa encountered a number of issues, particularly with the prototype solution's chip antenna, which would not allow operation with the granularity required to reach full market potential. Having worked with Hanhaa from very early in the design

process, Avnet quickly understood that Hanhaa's complex RF requirements needed the attention of a specialist and put the company in touch with world-leading connectivity and passive component vendor TE Connectivity. Engineers from TE worked with Hanhaa and upgraded the chip antenna to an embedded antenna, resulting in a solution that could deliver tracking performance that had been previously unattainable. The ParceLive solution now integrates passive antenna arrays that can enable GPS readings even from inside a building.

Due to its close collaboration with Avnet, Hanhaa was able to take ParceLive from concept to prototyping and design enhancement, through to volume production and commercial launch in fewer than 1000 days, which is a very fast path to market for a start-up or small business.

"Start-ups can speed IoT product development through collaboration with innovative distributors such as Avnet," said Nigel Ward, president of Avnet Abacus. "We can strongly leverage the advantages of the Avnet connected ecosystem, which provides the necessary infrastructure and resources required by small businesses to get to market quickly. We can also take a holistic approach to the design and production cycle providing technical insight and advice, in conjunction with our leading vendors, to help start-ups connect up the dots significantly faster to create their best possible product."

Read more here: <https://www.avnet.com/wps/portal/abacus/products/manufacturers/te-connectivity/helping-startups-get-their-ideas-to-market>

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