Macnica ATD Europe Becomes the First European Distributor of Axelera AI Products

Chatou/France, 20 May 2025. Macnica ATD Europe today announced its strategic partnership with Axelera AI, a Netherlands-based company that develops advanced, purpose-built AI solutions for edge applications. The partnership marks a significant milestone for both companies, with Macnica ATD Europe becoming Axelera AI's first distributor in the EMEA region. Together, the two companies aim to accelerate the delivery of powerful, cost-effective, energy-efficient AI solutions to the European market. This objective is further reinforced with Macnica ATD Europe storing inventory locally to enable faster development and deployment of solutions.

The strategic alliance will combine Macnica ATD Europe's extensive distribution network, engineering expertise, solution knowledge, and customer support services with Axelera AI's industry-leading AI acceleration technology. As a result, customers across Europe will gain access to innovative solutions that push the boundaries of what's possible in edge AI computing.

"We are honoured to become Axelera AI's first distributor in the European region. Axelera AI's technology is state-of-the-art, offering industry-leading performance and efficiency for edge applications. said Bjoern Krasemann, VP of Sales at Macnica ATD Europe. "This partnership enables us to bring a new level of AI capability to our customers, helping them accelerate innovation while reducing development complexity and time-to-market."

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“Macnica ATD Europe is a trusted name in the European technology landscape, and we are excited to welcome them as our first official distributor in the region,” said John Wilkins, Director of the global Sales Channel for Axelera AI. “Their deep technical knowledge, strong customer relationships, and commitment to innovation make them the ideal partner to bring our cutting-edge edge AI solutions to a broader audience. Together, we’re setting a new standard for AI performance, efficiency, and accessibility at the edge.”

The partnership will focus on joint development efforts, integration of Axelera AI’s hardware with Macnica ATD Europe’s existing portfolio of AI-powered solutions and expanding market opportunities for edge AI deployment in industries such as surveillance, retail, and smart manufacturing.

The unified approach to market will equip system integrators, OEMs, and developers with powerful, efficient, and scalable edge AI solutions.

About Macnica ATD Europe

Macnica is a trusted technology solutions partner, empowering the world’s leading businesses to succeed in the future. Macnica’s products, services, and innovations are crafted to future-proof organizations by continually pushing the boundaries of what is possible.

Bold collaboration with partners and customers drives their products and services to new levels of achievement. By accelerating digital transformation, Macnica helps ignite exponential growth in technology, delivering forward-looking value that influences businesses, economies, society, and the planet.

Together with global partners, Macnica leverages the latest advancements in semiconductors, imaging, secure networks, and artificial intelligence to address tomorrow’s challenges.

Macnica ATD Europe, a subsidiary of Macnica Inc., operates across Europe, with offices in France (Chatou), Germany (Munich, Ingolstadt, Regensburg), and the UK (Milton Keynes), providing expertise and innovative solutions to this dynamic region.

www.macnica.com/eu

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About Axelera AI

Axelera AI is delivering the world's most powerful and advanced solutions for AI at the Edge. Its industry-defining Metis™ AI platform – a complete hardware and software solution for AI inference at the edge – makes computer vision applications more accessible, powerful and user friendly than ever before. Based in the AI Innovation Center of the High Tech Campus in Eindhoven, The Netherlands, Axelera AI has R&D offices in Belgium, Switzerland, Italy and the UK, with over 195 employees in 18 countries. Its team of experts in AI software and hardware come from top AI firms and Fortune 500 companies.

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