

Menlopark Technologies becomes official distributor for BLUEPIRAT data loggers from Magna

- Menlopark diversifies portfolio with Magna's BLUEPIRAT data loggers, an easy-to-use testing tool for future cars
- Menlopark to offer sales, marketing and local customer support for BLUEPIRAT data loggers for India, Southeast Asia and Australia
- New products include test devices for all relevant automotive bus systems with convenient features and easy modular expansion of test setup

Hyderabad, 20th September, 2019. Menlopark Technologies Private Limited, a leading supplier of Embedded System Software, Firmware and Hardware, is now an authorized distributor for BLUEPIRAT data loggers from Magna, a leading engineering service for automotive electronics and digitalization. Menlopark will handle sales and marketing of BLUEPIRAT products in India, Southeast Asia and Australia and will provide local support to customers.

"As onboard data networks are becoming increasingly complex, thorough validation is more important than ever," says Krishna Navuluri, CEO of Menlopark "BLUEPIRAT data loggers are an easy-to-use testing tool for future cars and we are happy expand our portfolio with these products". Magna's BLUEPIRAT data loggers monitor bus communication between electronic control units, store the data in their memory and make it available for later analysis. Various models cover all relevant bus systems, such as CAN-FD, CAN, Automotive Ethernet, FlexRay, LIN and MOST. All models of BLUEPIRAT data loggers can easily be combined via System Link technology, allowing for modular expansion of the test setup. Further features include automatized distribution of test data and real-time visualization of test data on any tablet or smartphone.

About Menlopark:

Menlopark®, a leading company for the distribution of embedded products, operates through Aviation, Automotive and Industrial Verticals. Around 53 employees work every day to make a positive difference to the lives of millions of people by helping our valued customers build smarter and more connected devices that allow secure, safe and sustainable ways of living. From Embedded Hardware Systems, Model-Driven Design Tools, RTOS / OS, Compiler, Debuggers, Middleware Stacks and Hardware, and Software Testing Tools, Menlopark Teams with deep Technical Competence have found innovative ways of addressing the most challenging development issues by supporting system intelligence – Menlopark Technologies is everywhere.

Embedded Product Technology and Responsible Entrepreneurship have been crucial to Menlopark's advancements in technical and customer satisfaction. This is how Menlopark Technologies has thrived as part of the ESDS Group since its establishment in 1994.