

## ARM Education Media signs representation deal with PCG

**Boston, MA, January 24, 2017** – ARM® Education Media, a subscription-based digital content hub from leading technology company ARM, has appointed Publishers Communication Group (PCG) as its publishing representation for North America and selected countries in Latin America. ARM Education Media offers interactive online courses and e-textbooks designed to give engineers and educators access to the most up-to-date industry knowledge and expertise.

As part of the deal, PCG will promote academically rigorous and industry-relevant digital courses and e-first textbooks from ARM Education Media to a wide audience of students and educators. The products are primarily aimed at academic institutions but are also highly relevant for aspiring and practising engineers. The materials are available on subscription and for purchase and cover a wide range of topics in computer engineering, electrical and electronic engineering and computer science. They have been developed to help learners master advanced technologies and tools from the ARM ecosystem that will enable them with the most up-to-date workplace skills.

*“ARM Education Media is the result of several years of collaboration with thousands of educational institutions, industrial partners, students, recruiters and managers worldwide,” said Dr Khaled Benkrid, director of education and research, ARM. “Working with PCG, a leading publishing service provider, will help us reach a wide range of customers in support of our mission to train the next generation of innovators and engineers.”*

**Melissanne Scheld, Managing Director at PCG, commented:**

*“ARM has an unrivalled reputation around the globe as a developer of cutting-edge computer technologies. The new ARM Education Media content hub will help the current generation of engineers and those to follow stay abreast of the latest in the industry. We are delighted to have signed this contract to bolster representation of the company’s unique digital offering.”*

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For more information, please visit [www.pcgplus.com](http://www.pcgplus.com)

**Notes to Editors:**

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## **About PCG**

**Publishers Communication Group (PCG)**, an [Ingenta](#) company, is an internationally recognized sales and marketing consulting firm providing a range of services designed to support and drive your sales strategy. From quantum physics to art history, PCG has advocated for scholarly publications and digital content around the world for 25 years. Our marketing, sales and research professionals have executed successful campaigns, forged relationships with key decision-makers and scrutinized the ever-changing academic marketplace on behalf of hundreds of industry clients.