

## New Product

### [Advantech Forms New Software Department To Provide Total Solutions Embedded Platforms](#)

Advantech Embedded Computing Group announced the formation of a new department, the Embedded Software Department (ESW). This new department's mission: to provide embedded software solutions, including embedded operating systems, tools, and service and support along with Advantech hardware for system integrators world wide for their creative applications in the eWorld.

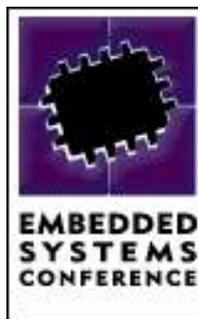


Microsoft®  
Windows®CE

## Event

### [Advantech to Showcase Embedded Computing Solutions at ESC 2000](#)

The Embedded System Conference & Expo 2000 (ESC 2000) will be held at the San Jose Convention Center from Sept. 28th through Sept 30th. ESC 2000 is dedicated to providing engineers, developers, and project managers with practical information from high caliber instructors in the embedded computing industry. The Advantech Embedded Computing Group will be there, prepared to show its newest, most advanced products at Booth #5069



Tel: 886-2-2218-4567  
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Low-level embedded OS image and driver development is expensive and time consuming. Saving time and money in the market have become key success factors for embedded solutions developers. With the Embedded Software Department's solutions and services for Advantech hardware, customers can focus on what's most important to them-application development.

Advantech will prove to be a leader of value added products to customers by being a total solutions provider, including an embedded OS with Advantech hardware. By partnering with embedded OS vendors and other partners, Advantech ESW provides one stop shopping and support for all embedded development needs.

Advantech will broaden its family of embedded software products and services, which currently include Windows CE Evaluation kits and Windows CE Image System Integration Service. Other embedded OS products and services are coming soon.

The benefits of Advantech's service: individualized added value products, recognition of the market based cost requirements of the customer, as well as time and cost to the market are saved through the team's efficiency.

To provide service and quality to the individual means to sacrifice standardized requirements: Advantech means to push the barriers of excellence with each customer, not with a nameless, faceless market. As a result, Advantech's competition in the embedded applications market offers no substitute for the kind of customized service and quality Advantech's team provides.

By recognizing the growing importance of embedded software solutions for Advantech's Internet ready hardware, as well as customer demand for embedded OS ready platforms, Advantech will keep investing more resources in embedded software solutions.

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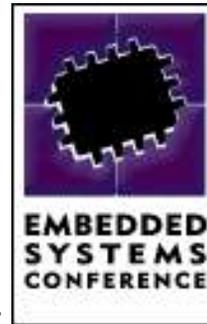
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Advantech's EC Group will present four themes for embedded computing solutions that fulfill system integrators' application needs. The first theme focuses on embedded PC solutions, including a series of single board computers (SBCs) that support graphics- and network-intensive products, video/TV /audio functions, dual network functionality as well as low power consumption.



The second theme we will showcase centers on GXm<sup>®</sup> and Pentium<sup>®</sup> III modularized panel PCs as well as 15" panel PC open frame systems with Intel<sup>®</sup> Celeron<sup>™</sup> CPUs. With its powerful computing capacity and flexible integration, this network-ready product is an ideal platform for information terminals and kiosk systems.

The third theme emphasizes embedded OS architecture consisting of embedded Linux and Windows CE solutions. Our Web-based division will present the fourth theme that will highlight web-based solutions products for firewall or communications gateway solutions, plus an interactive multimedia web terminal.

With our total solutions products, we believe we can be a reliable and long-term partner to help develop your application products. We look forward to your visit to our booth during ESC 2000. If you need more detailed information, please contact our local sales representatives.

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