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## Cebit Special Feature

### [Jeff Chen, Vice President of BECG, Discusses Advantech's Dedication to European Partners and Customers](#)



Jeff Chen, Vice President of Advantech's BECG, explains how Advantech's Big Embedded Computing Group is changing and adapting to the needs of Advantech customers and partners. ([read more...](#))

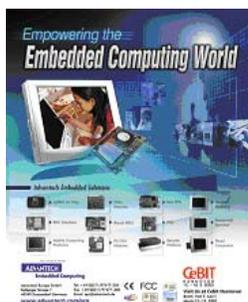
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#### [Some New ECG Products Displayed at Cebit](#)

Advantech is always introducing new products and solutions. The Cebit Tradeshow is a good venue to find out what is new and what is on the way ([more...](#))

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## Special Introduction

### *Jeff Chen, Vice President of BECG, Discusses Advantech's Dedication to European Partners and Customers*

#### What is new in Advantech's Embedded Computing Group?

On the technology side, Advantech is moving from x86-based platforms to include x86 & RISC Architecture solutions and support. Of course, Advantech still offers a strong x86 solution line; however, RISC embedded solutions realize significant gains in power savings and portability, which allow our customers to expand their range of solution offerings. This fosters support for innovation, vertical market development and increased revenues.

RISC platforms also tie in well with Advantech's Design to Order Service (DTOS) and Customize to Order Service (CTOS). Once again, moving from a standard product offering to more customized support, RISC platforms require closer design cooperation with application developers, instead of the "one size fits all" functionality of x86 platforms. This requires better development and design support. Services like DTOS allow Advantech to better serve customers developing solutions that capitalize on the RISC platform advantages.

#### Advantech's Role of Design Partner in Europe

Advantech has found many European customers prefer to work with a local design house for product development. This local support is usually highly capable in software and design and offers the benefits of close proximity and a common language. However, these local design houses normally only handle small volumes and offer limited economies of scale manufacturing benefits. If a successful solution is adopted on a larger scale, which most customers would like, this local support cannot offer the production volume and cost advantages needed to support the requirements of the larger project.

Advantech is answering these needs by teaming up with customers and their design house. This win-win-win relationship offers many benefits to our customers. The first is that the customer's design house immediately becomes more capable. If a customer's project makes a breakthrough and needs larger production volumes, Advantech's Kunshan manufacturing center in China can provide large volume production runs, allowing for lower costs and utilizing supply chain relationships. Advantech engineers can work together with design houses for product redesigns as well as knowledge sharing. Customers can also benefit by expanding their solutions to other markets utilizing Advantech's global service and support. For example, Advantech can provide redesign engineering, a cost

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effective, high volume production run at our Kunshan manufacturing center, and then also provide Japan-based service and support through our Japanese RBU.

## Better Channel Partner Service and Support

Advantech has reorganized our Pan European channel support to provide better communications and services. Advantech now has a dedicated Premier Key Account Manager that handles one account across multiple countries, greatly streamlining this sales channel. At the local Channel Partner level, each account also has a dedicated channel manager, which improves service to distributors as well. Advantech is expanding our knowledge database to include more localized content and specific vertical market information that can help Partners compete more effectively. Advantech is helping Partners with promotional campaigns and events with services like the Embedded Solution Day, which includes ready to use marketing and promotional material, sharing of development and advertising costs, and more resources such as guest speakers from leading suppliers like Microsoft and Intel.

## Improving Capability

Advantech is the largest among our direct competitors with design and manufacturing capability in China. With this ability and investment in our Kunshan manufacturing and design center, Advantech feels we are strategically well positioned to offer customers an unparalleled combination of engineering, manufacturing and global service.

Look for our new RISC platforms and services, specialized vertical market solutions such as SOHO security internet gateways, and medical industry specific panel computer solutions. Also, be sure to ask what Advantech is doing to be the number one embedded solution provider to our customers.

## Find Out More Today

To find out more about how Advantech RISC solutions can benefit you, please call your local Advantech sales office, or visit our website at <http://www.advantech.com.tw/risc>

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## Products and Solutions- Including RISC!

### *New ECG Products and Solutions you will see at Cebit*

#### Board level computing platforms:

Advantech offers a full range of performance options, from 386 to Pentium® 4 CPU, ISA or PCI expansion capabilities and various fanless, low power configurations. Totally we have SBCs, Slot CPU, SOM, POS, PC/104, and RISC, Mobipanel solutions.

#### Single Board Computers

- PCM-9373: 3.5" SBC, Low power VIA Eden SBC with CPU, Audio, VGA/LCD and Ethernet
- PCM-9580: 5.25" SBC, Socket 478 Intel® Pentium® 4 SBC with Gigabit LAN, USB 2.0, VGA/LVDS

#### Slot CPU

- PCA-6741: ISA Consumer II Slot SBC
- PCI-6871F-M0A1: PCI Eden 400 Slot PC

#### System On Module

- SOM-4475: SOM-ETX form factor, Intel® ULV + VIA solution
- SOM-DK4472F-C02: Windows® CE.NET Development kit for SOM-4472F

#### POS

- POS-7380: Socket 478 Embedded ATX for multimedia applications

#### PC/104

- PCM-3370: Intel® Pentium® III PC/104+ CPU Module

#### Customized RISC Solution

- All platforms is pre-installed SW solution imaged in either on board Flash or CompactFlash™ card and the size is depends on customer application requirement, such as PCM-7210, 7130, 7220, and PCM-7320.
- RISC SOM series are in 68 mm x 60 mm size and is designed to communicate with (CSB) customer solution board through unified SOM-R200 system bus

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interface. The 200-pin golden fingers in SOM boards are connected to SOM-DIMM DDR 200-pin connector in CSB in low profile, product line includes SOM-1220, 1230 and SOM-1240.

## **MobiPanel**

Xscale 400 MHz embedded high performance engine, Windows® CE.NET solution

- MPC-100E: 10.4" Industrial web tablet, Rugged design
- MPC-80: 8.4" Mobile field device with GPRS/GPS/WLAN built-in, OEM/ODM welcome model
- MPC-60: 6.4" Mobile field device with GPRS/GPS/WLAN built-in, OEM/ODM welcome model

## **System level computing platforms:**

Advantech ECG provides web-based solutions and appliances from new panel computers with Pentium® 4 CPU to specific vertical applied computing appliances, such as medical/eHealthcare, eHome, and security platforms.

## **General Purpose Panel Computers:**

- PPC-174: Panel PC Pentium® 4 based with 17" TFT LCD
- PPC-S154: UltraSlim Panel PC Pentium® 4-M based with 15" TFT LCD
- PPC-L126T: VIA C3TM Eden Based Fanless Panel PC with 12.1" TFT LCD

## **Medical/eHealthcare Platforms:**

- POC-173: Point of Care Terminal with 17" TFT LCD
- POC-153: Point of Care Terminal with 15" TFT LCD

## **Smart Home Networking Platforms:**

- EH-7108T: Residential Terminal with Windows® CE OS, Hot Keys, CCD, Handset and LonWorks Compatible

## **Multi-LAN Ready Security Platforms:**

- SG-4104: 1U, Security Gateway with 4 LAN
- SG-1003: SOHO Security Gateway with 3 LAN

## ***Find Out More Today***

To find out more, please call your local Advantech sales office, or visit our website at <http://www.advantech.com>

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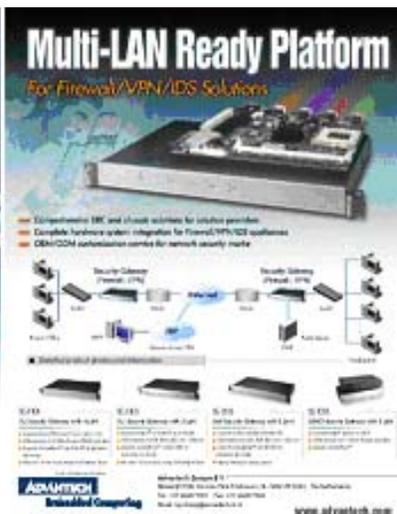
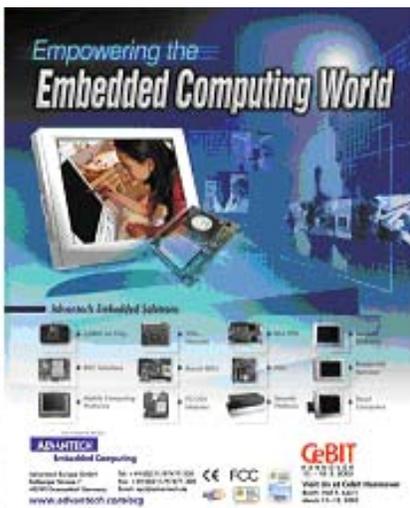
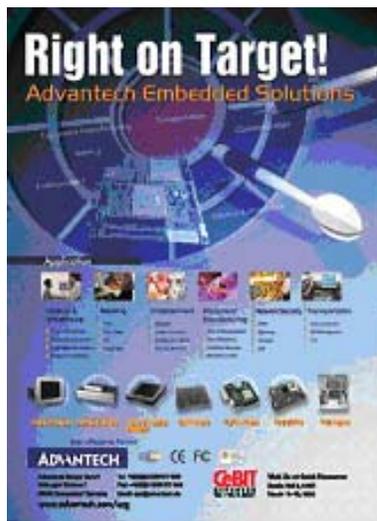
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## Promotional Material

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