**Customer Contact:** **Media Contact:**

Advantech Europe B.V.Advantech Europe B.V.

Customer Care CenterMartin Skiba

Toll Free: 00800 24 26 80 80Phone: +49 (0)211 97 477 363

[CustomerCare@advantech.eu](mailto:CustomerCare@advantech.eu) [martin.skiba@advantech.de](file:///C:\Documents%20and%20Settings\pauline.huang\Local%20Settings\Temporary%20Internet%20Files\Content.Outlook\8E03D71W\martin.skiba@advantech.de)

**Advantech Announces 100 % Acquisition of Innocore Gaming Ltd. (UK) to Pursue Gaming Computing Markets**

***November 2010*** – Advantech, a global embedded computing leader providing embedded platform solutions across multiple vertical markets, is to spend £3.34 million in cash to acquire 100% shares of Innocore Gaming Ltd., an embedded gaming platform provider in the UK.

Innocore Gaming Ltd. was founded in 2007 with its headquarters in Newcastle, UK. The Company specializes in designing and manufacturing of industrial grade hardware and dedicated software to the gaming industry. Innocore generated total sales of £5.3 million with 87 percent of its sales made in the European and US markets, and an underlying operating profit of £0.4 million in 2009.K.C. Liu, Chairman and CEO of Advantech stated, “Advantech has been looking for the right opportunity to enter the vertical market of Gaming. Innocore has an unrivalled brand name and with an impressive track record of growth, product development and dedicated experience providing the ideal opportunity for Advantech. I highly appreciate the achievement of Innocore management team in the gaming computing business. After the acquisition, the business unit will be rebranded to Advantech-Innocore and the current Innocore CEO, Edward Price, who has proven track record of more than 12 years in the gaming industry will continue to lead Advantech-Innocore.”

Edward Price, Managing Director of Innocore said, “We see this merger as a significant event that creates the single most capable and effective supplier to the gaming industry. Advantech is undoubtedly the most successful Industrial PC Company with phenomenal strengths in R&D, manufacturing and worldwide sales. Innocore with its specialist industry knowledge will bring those strengths to the gaming industry.

As part of Advantech-Innocore we can do things that we only dreamed of in the past. The combined engineering R&D team, of more than 600 people, will allow us to expand and accelerate our product roadmap as well as take on limitless custom projects. I look forward to seeing many of our customers at G2E to introduce the new company.”

Advantech is committed to ensure continuous satisfaction of Innocore’s existing customers, which will be the highest priority for Advantech-Innocore. To guarantee this, the stability of Innocore’s supply chain, eco-partners and customer service will be carefully maintained after the acquisition. Advantech has four service centers, regional sales offices, and technical support in 18 countries and 39 cities throughout the world to provide further opportunities and more advanced local support to customers. The new Advantech-Innocore business represents a major leap forward for the gaming computing market.

[Corporate News](http://www.advantech.eu/pressroom/corporate_news.aspx?doc_id=%7b1705E82D-EA4C-44F2-BB0D-DF1BF33E99B)

###

**About Advantech**

Founded in 1983, Advantech is a leader in providing trusted, innovative products, services, and solutions. Advantech offers comprehensive system integration, hardware, software, customer-centric design services, embedded systems, automation products, and global logistics support. We cooperate closely with our partners to help provide complete solutions for a wide array of applications across a diverse range of industries. Our mission is to enable an intelligent planet with Automation and Embedded Computing products and solutions that empower the development of smarter working and living. With Advantech, there is no limit to the applications and innovations our products make possible. (Corporate Website: [www.advantech.com](http://www.advantech.com/)).

**About Innocore Gaming Ltd**

Innocore Gaming Ltdis a leader in embedded computer products for the gaming industry. Innocore Gamingdesigns, manufactures and sells technologically advanced PC products tailored to the specific needs of the gaming industry. With a large installed base worldwide, the DPX® range of products is proven in the harshest environments. Visit us at [http://www.innocoregaming.com](http://www.innocoregaming.com/) for more information on our products and services.

Local website: [www.advantech.eu](http://www.advantech.eu)

eStore: <http://buy.advantech.eu/>