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|  |  | **2nd Media Contact:** |

**Advantech at Medica 2010: Creating Digital Possibilities for Patient Care**

***November 17, 2010* –** MEDICA is the world’s largest event for the medical sector, hosting medical exhibitors from over 70 countries–experts have been attending it for more than forty years. This year, Medica takes place in Düsseldorf, Germany from November 17th - 20th. Advantech is attending the event and unveiling a series of new, patient-centric bedside terminals. Visitors can see the latest in digital healthcare solutions at Advantech’s exhibition booth (Hall 15 G 12).

**Medical Displays: PDC-191, PDC-201**

Advantech’s PDC series are one of the solutions displayed during Medica. PDC-191 and PDC-201 are high definition medical-grade display devices equipped with TFT color IPS LCD screens that are compliant with DIN 6868-57 standards for uniform brightness. They have DICOM Part 14 internal presets, and a 10-bit look-up table (LUT) which can reproduce optimized grayscale tones. The PDC-201 display is 20.1”, capable of 2M pixels, resolutions of 600 x 1200 pixels, and a high contrast (900:1) wide viewing angle. The PDC-191 display has a 19.1” P-MVA LCD screen, capable of 1.3M pixels, resolutions of 1280 x 1024 pixels, and a high contrast (1300:1) wide viewing angle. PDC displays are perfect for image intense medical applications such as endoscope, CT diagnosis, X-ray and PACS.

**Advantech’s Presence at Partners’ Booths**

In addition to Advantech’s booth at Medica, channel partners will also be demonstrating some of their Advantech medical systems solutions, broadening the overall scope of possibilities. Products presented by partners will include PDMS, IT software, and mounting solutions. The table below shows a list of partners’ products to be shown:

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| --- | --- | --- |
| **Product** | **Partner** | **Hall/Booth No.** |
| **PIT-1702,**  | **Novar** 2211198 | **Hall14/A50** |
| **PIT-1502W** | **Lincor** 2209983 | **Hall15/A19** |
| **PIT-1702** | **Clinicall**clinicall vertriebs gmbh | **Hall14/B64** |
| **PIT-1501W** | **Mgate**%7Bportrait_image%7D%7B1961%7D%7B%7D | **Hall15/B56** |
| **PIT-1501W** | **Qualilife** %7Bportrait_image%7D%7B5272%7D%7B%7D | **Hall15/A48** |
| **POC -S157** | **GCX** gcx corporation | **Hall13/A29** |
| **POC -S196** | **CIM-med** %7Bportrait_image%7D%7B1166%7D%7B%7D | **Hall13/C21** |
| **MICA-101** | **Man & Machine** %7Bportrait_image%7D%7B903%7D%7B%7D | **Hall15/E01** |
| **MICA-101** | **iMDsoft** %7Bportrait_image%7D%7B604%7D%7B%7D | **Hall15/E40** |

For more information on Medica or more information about Advantech’s medical products, please contact local sales or visit our website: [www.advantech.com](http://www.advantech.com)

**About Advantech eHealthcare–** Advantech has been a leader in providing a wide range of certified computing systems and services for the world’s largest medical technology providers for many years. We have a full roster of medical products to fit all requirements, R&D teams dedicated to medical technology research and implementation, extensive customization capabilities, and a global sales and service organization guarantees rapid time-to-market and dedicated local support.