**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 [martin.skiba@advantech.de](file:///C%3A%5CDocuments%20and%20Settings%5Cpauline.huang%5CLocal%20Settings%5CTemporary%20Internet%20Files%5CContent.Outlook%5C8E03D71W%5Cmartin.skiba%40advantech.de)

|  |  |  |
| --- | --- | --- |
|  |  | **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).

**Patient Infotainment Terminal**

The all-in-one interactive bedside terminal makes hospital stays easier by providing the same multimedia entertainment and communication choices people enjoy at home, such as telephone, TV, radio, movies, games and the internet. The patient experience is enhanced by intranet access, providing them with access to relevant education on their condition, information on their care-giver team, and hospital information, as well as helping them keep in touch with family and friends through video-conferencing, Skype, and instant messaging.

Advantech’s patient infotainment terminal also benefits medical staff by providing secure access to electronic patient data with an optimized hospital workflow. As an aid to professional diagnosis, the terminal can remotely retrieve electronic patient records, access databases from the bedside and comply with Hospital Information Systems (HIS) requirements. Hospital administrators will see their medical facilities gain operational efficiencies, increase patient and visitor satisfaction, and improve their quality of care, while boosting profitability. At Medica, Advantech displays a new patient infotainment terminal PIT-1502W.

**PIT-1502W – 15.6” Medical–Grade Patient Infotainment Terminal**

PIT-1502W is equipped with a 15.6" multi-function touch screen, WiFi, RFID, a handset, a smart card reader and a 2 megapixel camera. As a member of the Advantech PIT family, PIT-1502W provides patients with a variety of entertainment programs, including TV, movies and computer games. Thanks to a solid design using an Intel® AtomTM Dual Core processor running on Microsoft® Windows® XPE Embedded operating system, patients can easily communicate with families via the internet using the 1.3 megapixel camera, WiFi and Ethernet (RJ-45), which are provided as standard functions of the PIT-1501W. Identification recognition for both hospital staff and patients is possible with the RFID and smart card reader.

**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 PPDMS, IT software, and mounting solutions. The table below shows a list of partners’ products to be shown:

|  |  |  |
| --- | --- | --- |
| **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.