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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).

**Point-of-Care Terminals**

With UL60601-1, EN60601-1 and IEC60601-1 approval, Advantech all-in-one Point-of-Care (POC) terminals are scalable computing platforms that are designed for easier integration with existing and new hospital system configurations. The Intel Pentium processors and high contrast TFT LCDs of the POC series makes them the perfect image terminals for versatile medical applications. Sealed IO ports, IPX1 compliant chassis and IP65/NEMA4 rated front panels ensure water and dust resistance for easy cleaning and high reliability. This combination of features makes the POC series especially suited for medical environments. The Medica visitors will have an opportunity to examine Advantech’s new POC series, the fanless POC-S177, POC-S197, POC-C177 and POC-C197; and the high graphics performance POC-227.

**Fanless & Cost-Effective Point-of-Care Series**

Advantech POC-S177, POC-S197, POC-C177 and POC-C197 are fanless Point of Care terminals with 17” and 19” LCD displays capable of displaying 16.7 M colors. They feature a rich selection of I/O connectors. With separate design of the motherboard and I/O board, I/O customization can be done quickly and cost-effectively. The POC-S series terminals feature Intel® Core™2 Duo processors, with low power consumption, which are slim and ideal for ICU and nursing cart applications. The POC-C series feature Intel® Atom™ processors, providing a cost-effective way to add advanced technology to a healthcare facility.

**POC-227 Meets Video Capture Application Requirements for Digital Operating Room**

Advantech POC-227, with a P-MVA, 22 inch WSXGA, wide-angle LCD display, has an optional MXM graphics card which enhances 3D performance by 150%. It is ideal for video capture applications. Additionally, POC-227 has a built-in SAW touchscreen for high accuracy, a smart card reader to verify identities, and optional IEEE 802.11b/g/n WLAN modules. The POC-27 also supports Intel® AMT 4.0 remote computer diagnosis and repair. This medical device is suitable for every phase of the perioperative process, integrating applications in the clinic such as anesthesia, vital signs, and other patient monitoring functions.

**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:

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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](http://www.medica.de/cipp/show,fair,medcom2010/lang,2/oid,28457/xa_nr,2205167/~/Web-ExhDatasheet/exh_datasheet) | **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](http://www.medica.de/cipp/show,fair,medcom2010/lang,2/oid,28457/xa_nr,2204687/~/Web-ExhDatasheet/exh_datasheet) | **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.