

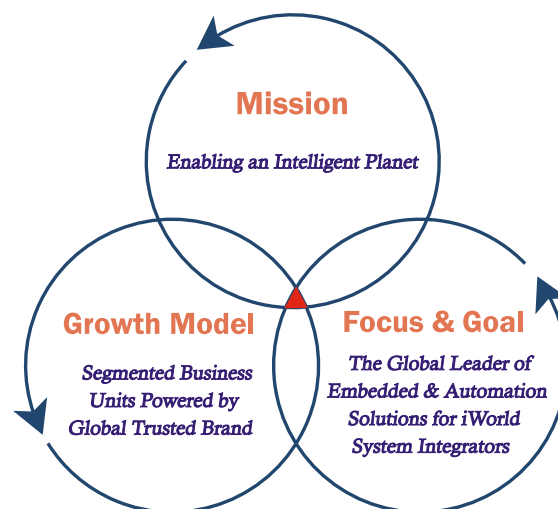
About Advantech

Enabling an Intelligent Planet

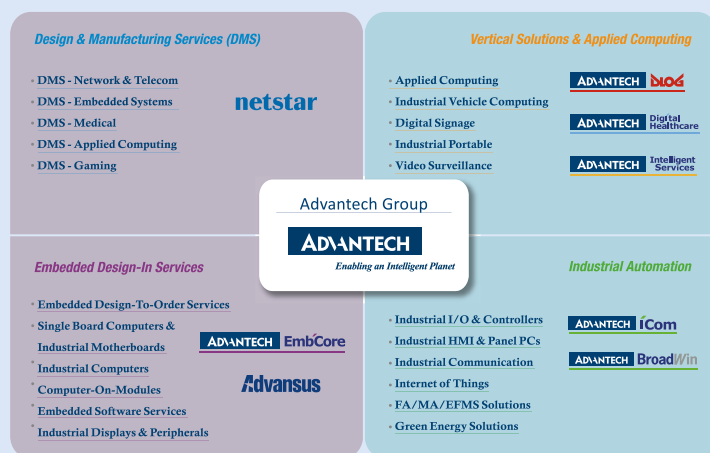
Founded in 1983, Advantech is a leader in providing trusted innovative embedded & automation products and solutions. Advantech offers comprehensive system integration, hardware, software, customer-centric design services, and global logistics support; all backed by industry-leading front and back office e-business solutions. We cooperate closely with our partners to help provide complete solutions for a wide array of applications across a diverse range of industries. Advantech has always been an innovator in the development and manufacturing of high-quality, high-performance computing platforms, and our mission is to empower these innovations by offering trustworthy ePlatform products and services. With Advantech, there is no limit to the applications and innovations our products make possible.

Advantech's Good-to-Great 3-Circle Principle

The Advantech 3-Circle Principle is based on the book *Good to Great* by Jim Collins. According to the author, a company looking for long-term success should clearly address these three fundamental principles, and commit to their continuing solid execution. Advantech is fully committed to this approach and has defined the Advantech "Good to Great 3-Circle Principle" as a means of adhering to it:



Advantech Corporate Structure and Growth Engines



Advantech Corporate Structure & Growth Engines

• Industrial Automation:

Industrial Automation targets industrial-oriented fields, building solutions for machine automation, factory automation, green energy, building automation and environmental monitoring applications. Industrial Automation product offerings range from HMI devices, Data Acquisition & Control cards, Remote I/O Modules and Embedded Automation Computers to Programmable Automation Controllers, Automation Software and a wide range of Industrial Communication solutions. In order to provide customers with fully integrated solutions, IAG has built domain-focused teams for selected vertical applications.

• Vertical Solutions & Applied Computing:

Advantech's iService & Applied Computing invests in developing vertically-driven, application-specific platforms and service-ready solutions for use in many sectors: industrial portable computing, in-vehicle, fleet management, medical/healthcare, hospitality, retail, enterprise, campus, home, and public spaces. Enjoy the convenience, safety, work efficiency and enhanced quality that smart applications deliver and experience the best in interactive and innovative technologies and services.

• Embedded Design-In Services:

Embedded Design-In Services provides a full range of embedded boards, systems, peripheral modules and innovative embedded software services with leading technologies to customers. With a range of specialist design-in services backed by our internal and global resources, Advantech is committed to working closely with embedded customers to ensure design success by helping them explore business opportunities through Embedded Design-in Services.

• Design & Manufacturing Services (DMS):

Advantech Integrated DMS StarFleet Model provides OEMs and premier key accounts with customer-focused design and manufacturing services, winning together through worldwide partnership and collaboration. DMS provides hardware and software integrated solutions. Through Advantech Premier Design & Manufacturing Services, our customers get reliable, open-standard solutions from the leading innovator in development and manufacturing – plus dedicated resources and support to back them up.

Timely Support at Your Convenience

Advantech has over 12 regional toll-free hotlines, and offices throughout 64 cities in 22 countries, with nearly 5,000 employees to provide efficient, professional services for customer care, product selection, technical support, and order handling. Through our call centers and online stores, customers worldwide enjoy the convenience of Advantech's multi-service channels to reduce business turnaround time. Together with the four customer service centers, in Taiwan, China, the Netherlands, and the United States, our global service network offers an extensive spectrum of services that includes warehousing, logistics, peripheral certification, sourcing & purchasing, and RMA & support services.



World-Class Recognition

Advantech is an authorized alliance partner of both Intel® and Microsoft®. Our customers find the technologies we use inside our products to be widely compatible with other products in the global marketplace. In 2008, Interbrand, the world renowned brand consulting firm, once again recognized Advantech as one of the Top 10 Taiwanese Global Brands. Advantech appreciates this recognition of our efforts to build a trusted, global brand; it also symbolizes a promise we give to our business partners, which is to do our best to keep building a trustworthy brand that is recognized everywhere in the world.

Model Corporate Citizen

Advantech is committed to being a model corporate citizen by helping to preserve the environment and by giving back to society. Our environmental program focuses on reducing, reusing, and recycling materials used in our manufacturing operations. Advantech's environmental compliance effort includes the following:

- ISO 9001 Certification
- ISO 14001 Certification
- ISO 13485 Certification
- OHSAS 18001 Certification
- TL9000 Quality Management System
- RoHS Directive Compliance
- WEEE Directive Compliance
- Authorized Sony Green Partner



Advantech in Brief

Advantech Co., Ltd. (TAIEX: 2395) - 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).

Advantech Automation Devices and Computing



Industrial HMI, Monitors and Panel Computers

- Industrial Operator Panels
- Fanless Industrial Panel Computers
- High-performance Industrial Panel Computers
- Industrial Monitor and Display Solutions

Industrial Communication

- Wireless Access Points/Client Bridges
- Industrial Ethernet Switches
- Industrial PoE Switches
- Serial Device Servers
- Modbus Gateways
- Serial Communication Cards
- Media Converters

Industrial Computers and Servers

- Embedded Chassis
- Desktop/Wallmount Chassis
- Rackmount Chassis
- Server-grade IPCs
- Full-size Slot SBCs
- Half-size Slot SBCs
- ATX Motherboards

Embedded IPCs

- Rich I/O Embedded IPCs
- Slim Embedded IPCs
- Compact Embedded IPCs
- PCI/PCIe Expandable Embedded IPCs
- Vehicle & Signage Embedded IPCs

Embedded Automation Computers

- DIN-rail Automation Computers
- Compact Automation Computers
- Wallmount Automation Computers
- Rackmount Automation Computers

Open Automation, Boundless Integration

Domain Focused Solutions

Industrial HMI & Panel Computers



Building Automation & Energy Management



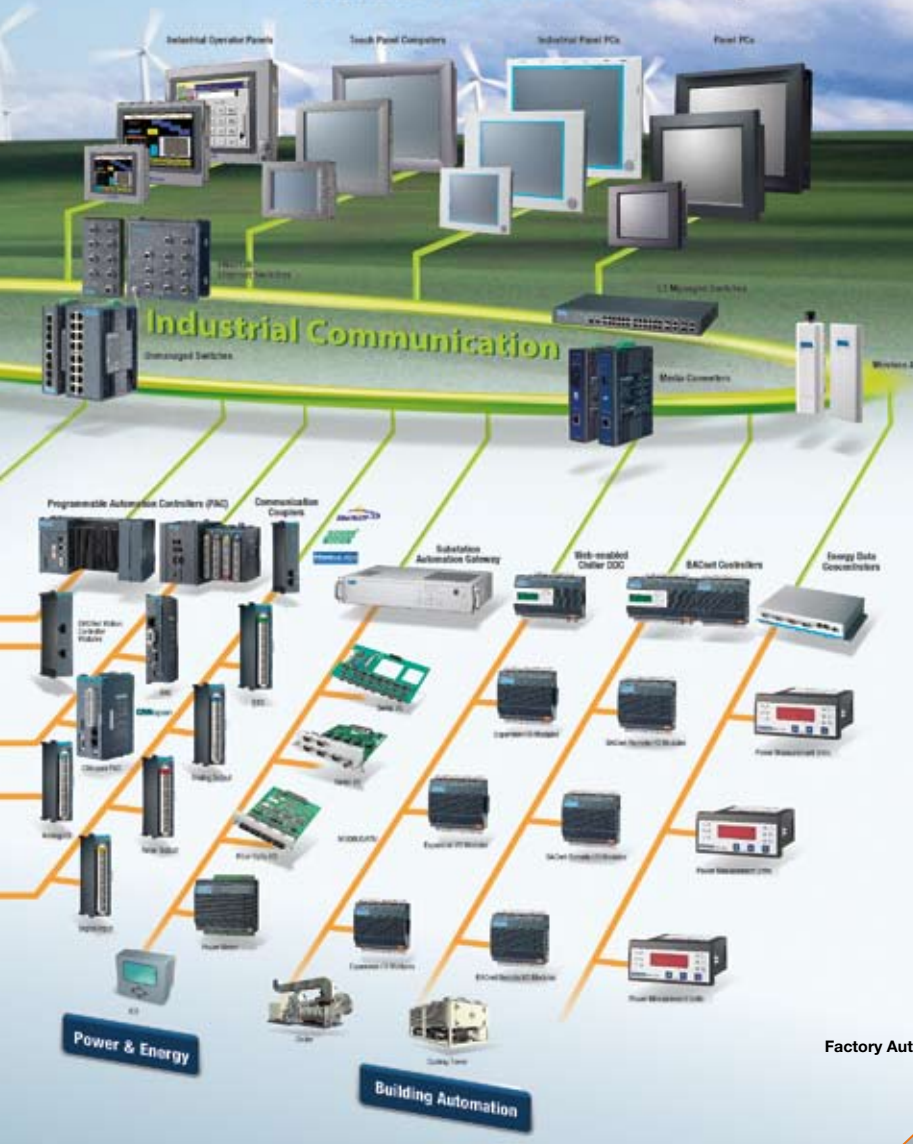
Wind/Solar Energy



Water Treatment



Factory Automation



Programmable Automation Controllers and Motion Control

- Controllers
- CANopen Controllers
- Communication Couplers
- Motion Control Modules
- I/O Modules

Remote I/O Modules

- EtherNet/IP I/O Modules
- PROFINET I/O Modules
- Smart Ethernet I/O Modules
- Robust RS-485 I/O Modules
- RS-485 I/O Modules
- Wireless Sensor Networks

Data Acquisition and Control

- USB Data Acquisition Modules
- PCI & PCIe Data Acquisition Boards
- PCI-104 Data Acquisition Modules

Building Automation and Energy Management Solutions

- WebAccess HMI/SCADA Software
- BACnet Controllers & Remote I/O Modules
- Energy Data Concentrators
- Data Monitor Units

Application Specialized Solutions

- In-Vehicle Computers
- Digital Signage Media Players
- Infotainment & Signage Platforms
- Class I, Division 2 (CID2) Certified Products
- Specialized Products for Power & Energy Applications
- Railway Automation Solutions

Global Certified and Focused Partner Network

Since 1983, Advantech has formed strong and lasting partnerships with many well-established channel partners and solution partners to deliver prompt and reliable local services for our customers. Currently, Advantech has over 300 partners in more than 60 countries worldwide to provide certified services and products anytime, anywhere.

Certified Professionals Guarantee Outstanding Quality Services

Through rigorous training and validation, our partners are certified annually, guaranteeing a high standard of quality & service. With these dedicated and well-trained sales and technical support teams, Advantech customers can enjoy outstanding quality services and early access to latest industrial computing solutions.

- Value-added services: Many of our partners are distributors, value-added resellers, focused channels, system integrators, or independent software vendors specialized in specific industry segments or applications with years of experience in developing application ready platforms. Their profound knowledge in integrating Advantech's hardware platforms with peripherals and software can speed up your time-to-market.
- Quality technical support: All the partners have dedicated application engineers to provide pre-sales and post-sales technical support. Within Advantech, there's a group of hotline and field application engineers to back up our partners, ensuring the service level.
- Fast delivery with flexible global supply chain: With over 300 partners and 4 regional service centers worldwide, Advantech offers fast delivery and after-sales support to our customers.



Strategic Focus Makes the Difference

As industrial and embedded computing applications become more diversified, customers are demanding to get solutions tailored for vertical applications and high-quality local support.

To fulfill such needs, Advantech strives to develop its global partner network with a strategic focus. We only partner with distributors, VARs, and system integrators who value quality services as we do and pride themselves with profound industry know-how and technical competency. Through our comprehensive training and certification programs, Advantech partners are expert consultants in our rich portfolio of product offerings and applications for various vertical segments.

Currently, Advantech has partners in following categories:

Distribution Channel Partners (DCP)



Advantech Distribution Channel Partners focus on industrial automation and general computing platform markets. With local inventory and logistic services, our DCPs can provide prompt delivery of system components for resellers and system integrators' control and automation applications. Aligned with our regional sales offices and service centers, Advantech DCPs have formed a strong service network to offer professional pre-sales and post-sales worldwide.

Focused Channel Partners (FCP)

Advantech Focused Channel Partners (FCP) are application experts in specific vertical segments. They provide local value-added services for our customers, such as application development, technical consultation, design service, integration & installation, on-site services, technical training and project management. Currently Advantech offers application specialized solutions in 6 focused vertical segments, segments: factory & machine automation, power & energy, environmental monitoring & facility management, industrial mobile & in-vehicle computing, medical & health care, retail, hospitality & self-service. The FCPs for each segment are certified value-added resellers with expertise in application development and system integration.



Solution Partners

Solution Partners are 3rd parties who integrate Advantech products and value-added software and peripherals to provide turn-key solutions. Advantech's Solution Partners offer our customers a full range of field proven integrated solutions in Medical, Telecom, Transportation, Gaming, Power & Energy, Building & Home Automation, Factory & Machine Automation, Environmental Monitoring & Facility Management, Retail, Hospitality & Self-service, and many more. Their solutions are validated with Advantech products for compatibility, quality, and service.

Technology Partners

Advantech is the global premier partner of Intel Embedded Alliance and gold partner of Windows Embedded. We cooperate closely with many leading technology providers to develop the most cutting-edge products to meet stringent requirements from customers in a wide array of industries within a short development time.

Direct Marketing Force

Global Operation, Local Success

To provide fast and convenient services to our customers and users, Advantech provides several easily-accessible web portals, including: the Advantech.com website, Buy.Advantech.com and an Online Support Portal to serve different requirements. To supplement our electronic contacts, we've also built up regional call centers to take care of customers who prefer human contact. These methods allow us to deliver our services by live chat, phone line and email anytime and anywhere.



Milpitas



Cincinnati



Düsseldorf



Beijing



Taipei



Tokyo



Melbourne

Advantech.com Website

Through www.advantech.com, we not only offer comprehensive products, but also real-time updated information to our customers. In addition to product information, you also can find case studies of proven applications from diverse sectors. Furthermore, registered MyAdvantech members, can access the RMA service center, updated price lists, and various promotion programs.



Online Store



Buy.Advantech.com

To extend Advantech's services, we launched the Buy.Advantech online store which offers one-stop shopping for Human Machine Interfaces, Industrial Ethernet networking, Controller & I/O products, plus computing platforms. This eStore offers comprehensive product information to build systems easily, with live expert support to solve problems, online configurations providing easy system customization options, instant quotations, an extensive library of FAQs and all the latest up-to-date downloads and firmware.

Personal Web Service

MyAdvantech is a quick access portal to your account information where you can view Advantech product and order information, order online, download data, and also a resource center keeping the viewed video, webcast, and much more materials you've been reached through Advantech portals. Login to begin enjoying your personalized Advantech portal and increase your ordering efficiency.

Online Support

Providing superior self-support mechanisms is one of the most essential parts of being a top-tier automation company, and we take pride in the outstanding level of service that we offer. To best support our customers, we've created a suite of useful interactive online tools, including:

- Technical Documents: Manuals, datasheets, updated drivers and utilities all available for download through the Support Portal
- 3D Product Models: Simulated products in 3D format to provide detailed outlook for customer evaluation
- Online Training: Self-training documents and videos to provide trainees with integrated information
- Online Catalog: Comprehensive online catalogs to provide customers with extensive product information



Call Center



To effectively respond to customers' questions, our regional call centers support inquiries about: purchasing, shipping, technical, and RMA issues among lots of general accounts. Contact your regional call center to get the support you need today.

Global Hotlines

US	1-888-576-9668	Taiwan	0800-777-111	Singapore	65-6442-1000
Europe	00800-2426-8080	Japan	0800-500-1055	Malaysia	1800-88-1809
Brazil	0800-770-5355	Korea	080-363-9494	Thailand	66-2-248-3140
China	800-810-0345	Australia	1300-308-531	India	1800-425-5070

Advantech Global Services

Manufacturing Services

Our dual, world-class manufacturing centers in Taiwan and China both maintain precise quality control, and offer a full range of production in a timely and cost-effective manner. To maximize the efficiency of operational procedures, we have implemented a cluster manufacturing system within our segmented manufacturing service units. This unique approach enables a direct, simplified, and highly streamlined design-to-manufacturing process.

- In-house board, chassis, and system production
- Dual world-class manufacturing centers minimize business risks
- Advanced production capabilities and customizable processes
- Rigid quality assurance system
- Most complete ISO standard coverage



ATMC
Taipei, Taiwan

Land 17,488 m²

- Capability
- Small Volume Production
 - Board & System Products
 - ODM/OEM Projects
 - Engineering Sample Innovation Services



AKMC
KunShan, China

81,000 m²

- Mid-to-High-Volume Production
- Board, Chassis and System Design & Production
- ODM/OEM Projects

Configure To Order Services

Advantech Configure To Order Services (CTOS) makes industrial computing solutions more accessible by offering web-based configuration tools, comprehensive, complex assembly services with high-mix, low-volume box build and customized assembly, modification, system integration and functional testing services.

- Online intelligent configuration
- Comprehensive approach to complex configuration solutions
- Local customized configuration services

Certified Quality Assurance System

Advantech has been designing and manufacturing industrial PCs according to our 3C Quality Statement:

- Always strive for overall customer satisfaction
- Continuous improvement
- Apply closed-loop mechanisms to resolve problems

At Advantech, quality is our main priority. A complete line of safety, EMC and reliability measures such as ESD, vibration, drop testing, temperature, humidity and HALT chambers are available to ensure our products meet the strictest standards. All facilities are at least ISO 9001 and 14001 certified while others hold additional certifications such as ISO 13485, 17025, TL9000 and OHSAS18001. An environmental program that focuses on reducing, reusing and recycling of materials throughout the manufacturing process is also applied at Advantech. All our products are 100% RoHS compliant and Environmental Management Systems such as QC080000 are applied to meet worldwide environmental requests. Advantech's efforts towards environmental protection have been recognized by Sony since 2004 (Sony Green Partner).

- Complete ISO coverage
- Green policies
- Constant quality and reliability monitoring
- Ease of access to quality contacts



Global Support



Advantech combines exceptional business expertise, powerful design capacities, and a thorough global service network. Our broad range of global support packages adds maximum flexibility and efficiency to your projects.

Global Logistics Services

With strong integrated ERP and SAP supply chain solutions, our worldwide logistics network offers a wide range of flexibilities to bring out different delivery models including local and global solutions that meet your unique needs and budget requirements. Advantech's Logistics Service gives you the flexibility to simplify your logistical networks, bring your products to market on time, and enjoy a timely return on your investment.

- Optimized and flexible shipping solutions
- Integrated ERP and SAP supply chain solution with global distribution network
- Centralized plants with local delivery

Global Procurement Services

Advantech global procurement network consists of local teams that leverage strong, worldwide supplier relationships and strict vendor and product management to offer quality-guaranteed, compatible peripherals with short lead times and competitive prices.

- Localized procurement with worldwide network support
- Global standardization management
- Trusted quality with revision control

Global Customer Support Services

Our global presence provides localizable, customizable, and reliable customer support services. We can create an optimized maintenance and support plan, leveraging the full power of our service portfolio to help reduce costs and proactively mitigate business risks to best meet your needs. In addition to our complete technical and repair support, we provide a variety of customizable after-sales services, including extended warranty, advance replacement, upgrade, fast repair, etc. With our knowledgeable local support groups, we enable a consistent support experience around the world and help keep your investment at peak performance and within your budget.

- 24/7 technical support: hotline AE & online chat support
- Global deployment with local full-line repair capability
- Easy-to-use web-based repair and tracking system
- Various value-added, after-sales support services

