

About Advantech

Advantech



The Global Trusted Brand of **ePlatform Services**

Your ePlatform Partner

Advantech, the leading ePlatform service provider, has been an innovator in the development and manufacturing of high-quality, high-performance ePlatform services in the industrial computing & automation markets since 1983. For over twenty years, Advantech has been refining what is possible in the ePlatform services market, offering comprehensive system integration hardware, software, customer-driven service, global logistics support, and an industry leading front as well as back office e-business infrastructure. Advantech is helping system integrator partners add value to their solutions and services.

Mission & Focus

Empower Innovations in the Connected eWorld

Solution integrators all over the world are constantly developing new applications and innovative products. Advantech's mission is to empower this innovation by providing "ePlatform Services", creating a broad spectrum of quality products and services that are suitable for a wide range of applications.



The Global Leading ePlatform Service Provider for eWorld Integrators

By positioning itself as an "ePlatform Service Provider", Advantech has and will continue to make a name for itself as the world's leading brand in Embedded & Applied Computing, Network Computing and eAutomation & Certified Peripherals. Advantech is a name that is recognized in a multitude of existing and emerging business segments, such as environment and facility monitoring, network communications, computer telephony, POS/POI, e-factory/automation, medical and home automation.



Product & Market Coverage

Advantech's product range covers thousands of products:

- Embedded Computing
- RISC Embedded Computing
- Applied Panel Computing
- Industrial Computing
- Certified Third-Party Products
- eAutomation
- Industrial I/O
- Industrial Communication
- HMI/Industrial Panel Computing
- Network Appliance
- CompactPCI
- Digital Video Platform

Our solutions cover a variety of industries:

- eHome/Smart Home Networking
- Medical/eHealthcare
- Mobile Computing
- System on Chip (SoC)
- System on Module (SOM)
- Factory Automation
- Facility Management Systems
- Machine Automation
- Environment Monitoring Systems
- Intelligent Transportation Systems
- Telecommunication

Strength and Service

A Global Service Network

Advantech has more than 1,800 employees worldwide and a wide global reach with teams in seven geographic regions: North America, Europe, China, Taiwan, Japan, South Asia-Pacific (including Korea) and numerous emerging markets such as Eastern Europe and Latin America. Our products are distributed and serviced by an extensive global network of offices and an industry leading ebusiness infrastructure designed to provide fast and responsive service that benefits customers, no matter their location. Advantech is well positioned to be the partner of choice in the connected eWorld.

The ERA of Customization Services

With increasing customer demand for flexible designs and tailor-made manufacturing services, Advantech's Design-to-Order Service (DTOS) and Build-to-Order Service (BTOS) are putting Advantech ahead of the competition. Our customization services reduce customer engineering effort, speed product development and shorten time-to-market response. With localized support provided by regional service centers in Europe, the US, Asia and China, combined with fast online support, Advantech delivers seamless and cost saving services that meet stringent customer customization requirements.



Advantech in brief

Advantech Co., Ltd. (Taidex: 2395) is the global leading ePlatform service provider integrating web-based technology, computing platforms and customization services that empower the connected eWorld. Advantech cooperates closely with system integrators to help them add value to their solutions to meet demanding requirements in a wide array of industries. Advantech delivers more than a thousand products and solutions under 3 main categories: Embedded & Applied Computing, Network Computing, and eAutomation. With the combined talent of more than 1,800 people, Advantech operates an extensive support, sales and marketing network in 16 countries and 28 major cities to deliver fast time-to-market services to our worldwide customers.

About Industrial Automation Group



Year of Market Segmentation

In 2004, Advantech Industrial Automation Group gears towards a segmented market. These target markets are

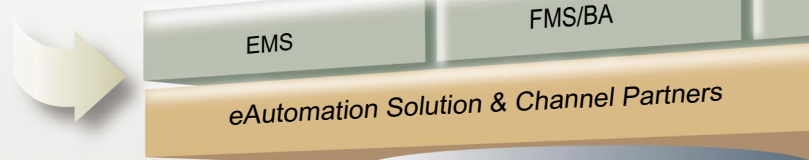
- Facility Management System (FMS)
- Environmental Monitoring System (EMS)
- Factory Automation (FA)
- Building Automation (BA)
- Intelligent Transportation System (ITS)
- Industrial Video Surveillance (IVS)
- Machine Automation (MA)
- Automatic Test Equipment (ATE)

Advancing eAutomation & Excellence in PC-based Control

Derived from its existing business for PC-based automation, Advantech's Industrial Automation Group has successfully branched into the new, and fast growing eAutomation market. Clearly positioned in the PC-based Measurement & Control and eAutomation markets, Advantech's Industrial Automation Group develops distinct and various industrial-grade products such as industrial computing platforms, eAutomation products, and PC-based Control products.

In the past few years the concept of eAutomation solutions emerged in the industrial automation market, and Advantech's Industrial Automation Group has witnessed it from the beginning of 2003. To sustain its leading position in the eAutomation solution field, Advantech's Industrial Automation Group offers a selection of Ethernet connected products, such as Ethernet data gateways, and Ethernet value-adding products, such as: ADAM-6000, WebLink, WebOIT, industrial hubs & switches, the UNO series, and VBOX.

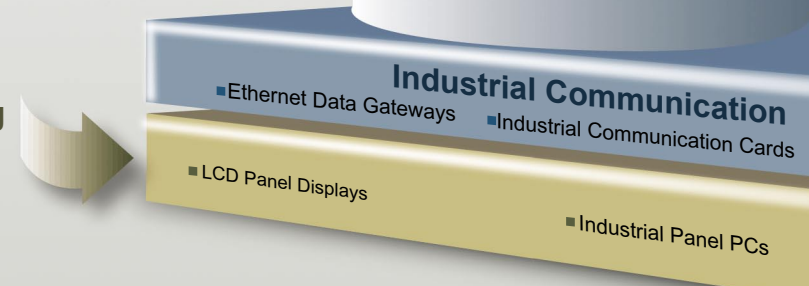
Target Markets



Product Segments



Industrial Computing Platform



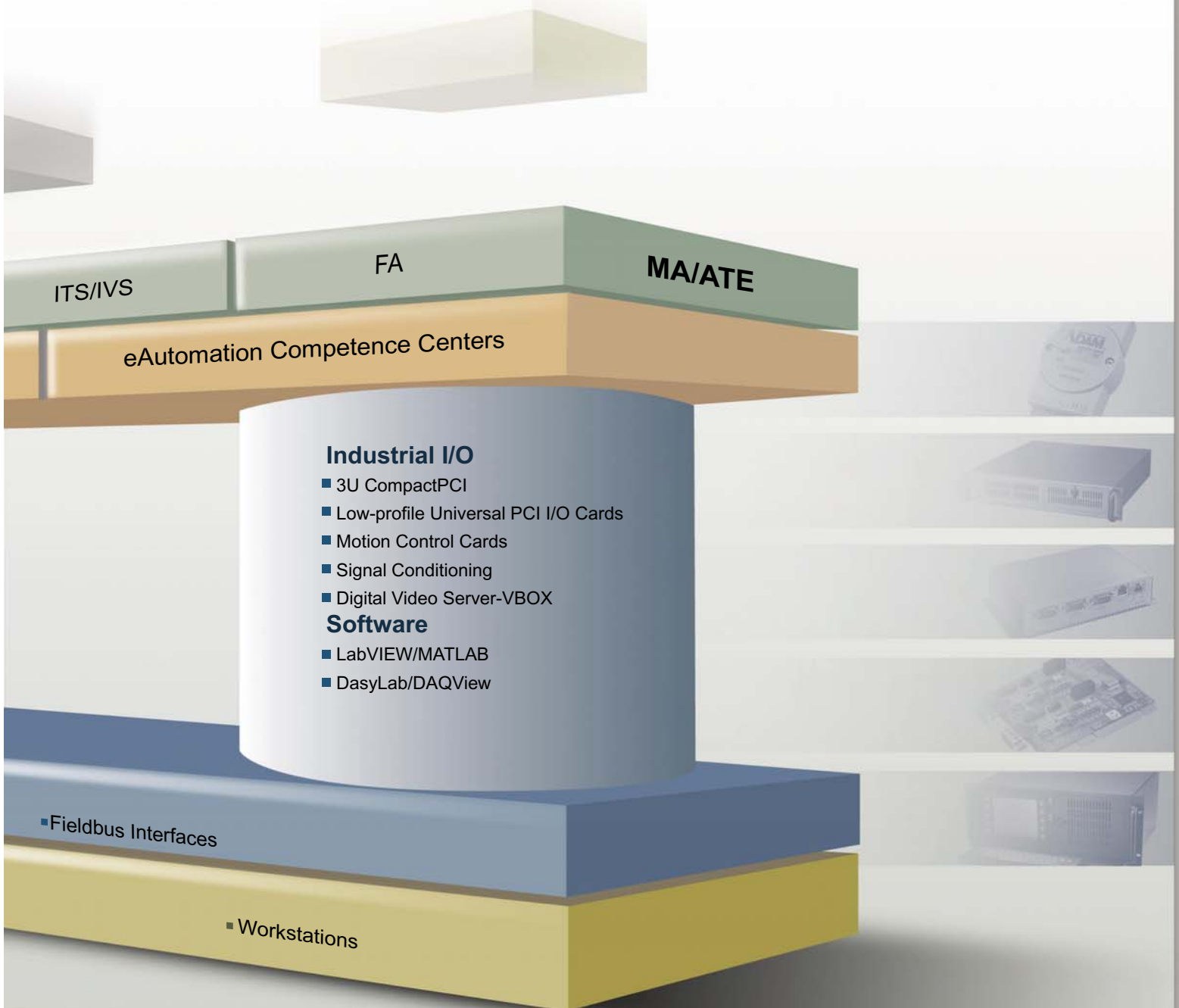
Business Architecture of Advantech Industrial Automation Group

Vertical Market Focus

Business Growth Engine-Strategic Business Segments

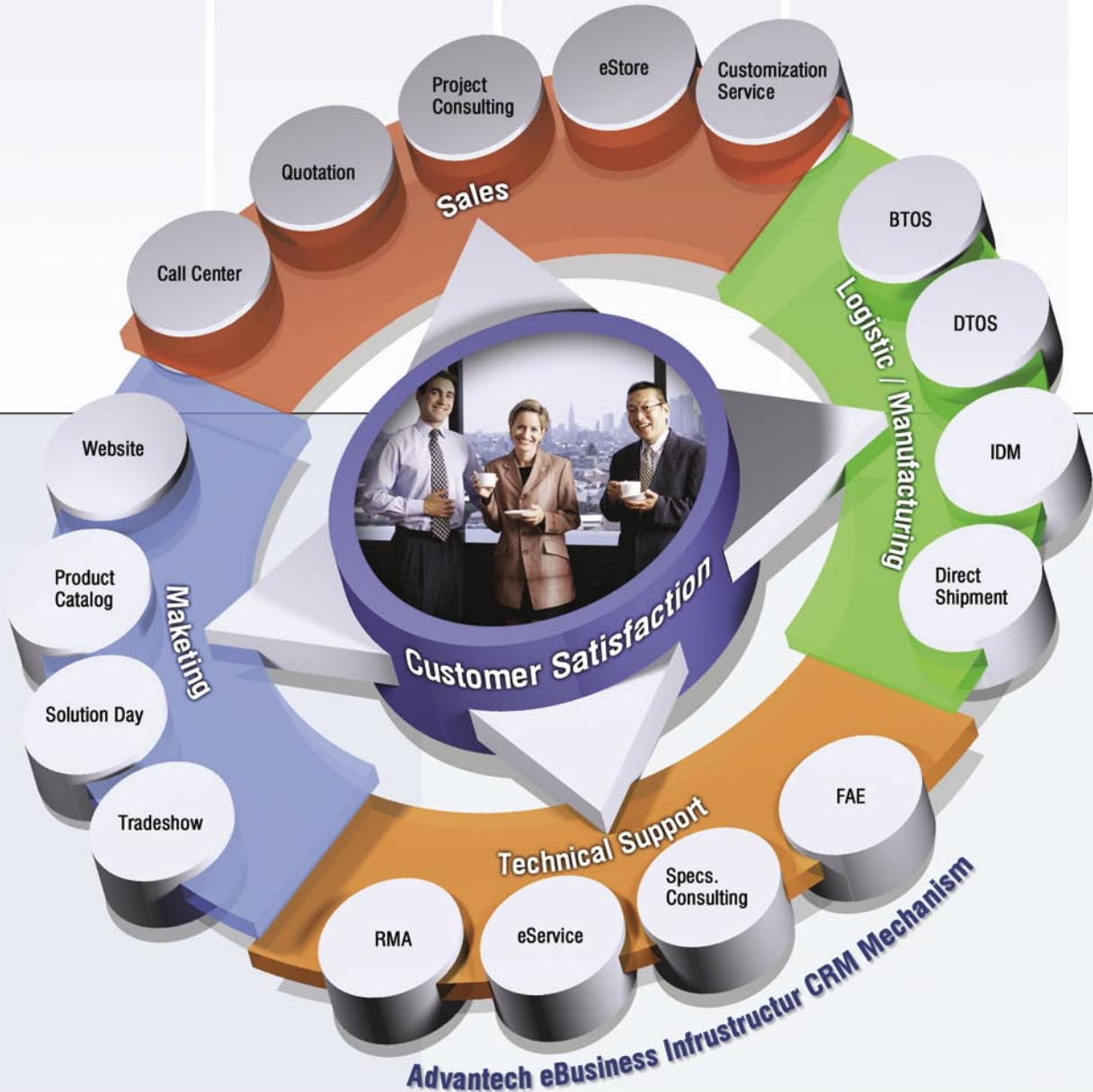
Our mission is to be the leading solution provider in PC-based industrial automation. In 2004, Advantech's Industrial Automation Group will create market segmentation strategies, leveraging technology development centers in China, US and Germany, extending headquarters functions to China and US, and create alliances with global eAutomation solution partners.

Advantech's Industrial Automation Group clearly defines several markets for its business focus: Facility Management, Environmental Monitoring, Factory Automation, Building Automation, Intelligent Transportation System, Industrial Video Surveillance, Machine Automation, and Automatic Test Equipment. Our product development, marketing strategy, organization transformation and partnership policies are all synchronized to build up a solid foundation to serve these vertical markets.



Global Network of Customer Services

With a wide global reach with branch offices and channel partners in four geographic regions: America, Europe, Asia & Asia Pacific, and China, we are devoted to providing fast and responsive service to our customers.



Global Logistic Service

Advantech has four geo-regional logistic centers for providing both local order processing & global logistics support. These centers are in Eindhoven (Netherlands), Fremont (CA, USA), Kunshan (China), and Taiwan.

Manufacturing Service

Advantech's manufacturing centers in China and Taiwan encompass a world-class and customer-driven operation by fully utilizing ERP system to achieve high flexibility and in-time response objectives. With the past experience of providing a full range of system integration services to the vertical market segments, Advantech has built up a strong capability on engineering and ID design, board fabrication, system integration and flexible production. With the operation of the B2B online order system and four regional service centers in the US, the Netherlands, China and Taiwan, Advantech is well prepared to become a global contract manufacturer.

ATMC (Taiwan Manufacturing Center)

Land : 170K sq.ft (15,744MM)

Mission: To facilitate a world-class and customer driven operation by fully utilizing e-Business operations to achieve high flexibility and just-in-time response.

AKMC (China Kunsan Manufacturing Center)

Land : 40,000MM

Mission: To empower strong manufacturing capacity, Advantech's Kunshan Manufacturing Center in China was built to achieve lower manufacturing costs and provide an additional design service center.

Core Competence

- High flexibility production
 - High mix low volume production
 - BTOS capability
 - Advanced SMT & Testing equipments
- Long life-cycle products
- System integration and customization service
- CPU card design and manufacturing capability
- OEM/ODM capability
- Quality
 - 6 sigma process improvement program
 - Certifications: ISO 9001/TL 9001/ISO 14001/CCC
- Engineering Capability
 - Dedicated production line for engineering samples
 - Providing testing software/hardware
- E-Management
 - ERP/SCM
 - Bar-code system for traceability control

