

PRESS RELEASE

Advantech Announces Acquisition of DLoG GmbH for €12.85 Million

March, 9, 2010, Taipei – Advantech (2395.TW), the world's leading IPC and eAutomation provider, today announced the acquisition of 100% shareholding of DLoG GmbH from Augusta Technologie AG (ABE1.FF) for €12.85 Million. The terms of this transaction have been approved by the Advantech and Augusta board of directors.

DLoG GmbH was founded in 1985 with its headquarters in Munich, Germany. Consisting of about 75 employees, the company has design, R&D, Sales and Marketing departments. The company is a leading provider of rugged industrial computers placed as the number 3 player in Europe with a 19.3% market share. In 2008, DLoG achieved revenue of €18.5 Million, followed by €13 Million in 2009 due to world economic crises. The company is on track to grow again in 2010, which is reflected in this first quarter bookings and billings marked by steady and optimistic momentum.

Through this acquisition, Advantech will integrate both parties' strengths to become a global market leader in industrial in-vehicle computing. In addition to DLoG's current market leading position and focus in Europe, both parties will jointly develop the Asia and U.S. markets. After acquisition, the company will be rebranded to **Advantech-DLoG** to reflect the synergy of the integration. In the future, Advantech-DLoG will focus on four in-vehicle computing markets: Intralogistic, Heavy Duty, Stationary Applications, and Fleet Management.

Advantech CEO KC Liu states that, "DLoG boasts sophisticated German craftsmanship, design quality and distinguished brand architecture in the European market. I highly appreciate the achievement of the current DLoG management team in the in-vehicle computing business. After the acquisition, the current DLoG CEO, Hans-Peter Nüdling will continue to lead Advantech-DLoG."

Hans-Peter Nüdling gained a multi-cultural, technological and operational management experience during his long term delegations in the USA and South East Asia. Prior to joining DLoG in 2007, Hans-Peter

Nüdling held various management positions within the electrical engineering sector, including ATI, AMD and Infineon.

Hans-Peter Nüdling says “Both Advantech and DLoG are experts in industrial in-vehicle computing. We are confident in developing more complete product lines as well as raising higher quality and better services practice. This acquisition will also help DLoG expand from its current Intralogistics and Heavy Duty segments into Advantech’s strength in Stationary applications and Fleet Management. In addition, the plan is to synergy sales, R & D and manufacturing capabilities of both parties. Advantech-DLoG will have ample capability to offer ODM services to key customers. The sales network of Advantech will enable Advantech-DLoG to aggressively penetrate markets in US and Asia. Advantech-DLoG will continue to stay in the forefront of industrial in-vehicle computing markets.”

KC Liu further elaborates, “The continuous satisfaction of DLoG’s current customers is the very first priority for Advantech-DLoG. To ensure this satisfaction, we will carefully maintain the stability of DLoG’s supply chain, eco partners and customer service model after the acquisition.”

DLoG GmbH:

DLoG is the European market leader for industrial-suited vehicle mount terminals for industrial applications. On the basis of our boards developed in-house, we guarantee customized solutions, integrated with high quality and long-term secured support with regards to maintenance or system upgrades. Reliability is our first priority, especially with high environmental demands such as humidity, strong temperature fluctuation or vibrations.

Areas of application:

- Logistics applications, in particular floor conveyors in warehouses, goods distribution centers or harbors
- Visualization and control applications on construction and agricultural machinery, trucks, buses, rail vehicles, and in mining
- Stationary applications, particularly for fabrication and production

Solutions:

- Vehicle mount terminals and stationary industrial PCs with custom-developed boards and mechanisms for XP Pro/Embedded and Linux (DLoG MPC 6/10 and MPC 6/12; DLoG MTC 6/10) and for Windows CE operating systems (DLoG X7, X10, X12; DLoG XMT 5/7).
- Stationary industrial computers for production applications with Microsoft XP and Linux (DLoG IPC 7 and ITC 7)
- Consulting and project planning services, particularly in the areas of radio coverage and networks (especially WLAN)
- 3rd party products such as scanners, printers or MDE devices

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