

PRESS RELEASE

Focused orientation of sales and marketing activities:

DLoG GmbH relies on direct customer contact through partners

Germering, April 17, 2009 – DLoG GmbH is strengthening its direct customer contacts with target group-oriented solutions through intensified activities with sales partners, at road shows, and at specialized conferences. Marketing activities and engagement at convention events will be adapted to this focused sales strategy.

DLoG GmbH, an international leader in robust industrial PCs for intralogistics, demanding applications in industrial production, and large machines for construction and agriculture, is starting the new year with a more focused orientation of its sales activities. "The growth in DLoG's product line for extended application areas and the increasing internationalization of the business area requires a more differentiated customer approach with specific solutions," explains Thorsten Kraus, Director of Business Development at DLoG. The company is therefore strengthening its engagement with industry-specific sales partners using international partner days with the participation of both national and international partners, road shows, and increased participation in specialized conventions.

Focus on specialized conventions with an international and extensive reach, with direct or indirect presence

"Particularly due to a focus on extending sales through our international partners and the resulting investment in new markets, DLoG GmbH has been examining exactly which specific events can bring specialty customers and providers together best," continues Thomas Rissmann, Director of Channel Sales. At transport logistic 2009 (Munich, May 12 – 15), for example, partners will exhibit interesting solutions like RFID, voice, warehouse management, and even mobile picking using UMTS and WLAN through industrial terminals by DLoG. At conventions with specifically international orientation, DLoG GmbH will continue to present its broad portfolio of industrial PCs, accessories, and solutions both directly and through its partner structure, such as at SPS/IPC/DRIVES 2009 (Nuremberg, November 24 – 26) – also to win new global integration partners which DLoG can support for the specific expansion of its international sales network. DLoG will also participate directly and through international partners in numerous conventions in the US and in the APAC region.

DLoG Universe – the global DLoG channel program

For a year, DLoG GmbH has been successful in implementing its global partner program, "DLoG Universe". A significant component of the program is strategic, proactive collaboration with the company's integration and sales partners, in order to present customers with innovative target group-specific solutions. DLoG Universe makes a distinction between strategically important sales partners, the Saturn partners, normal integration partners, the Neptune partners, and smaller Triton partners. There are also independent software vendors (ISVs), called Mars partners. DLoG engages each sales partner in its specialized vertical and horizontal solution orientation. This allows the desires and requirements of customers to be fulfilled very specifically through the partner landscape.

For questions about the DLoG channel program "DLoG Universe", please contact Partner@dlog.com.

Further information is available online at www.dlog.com.

Available image material:

Downloads from www.dlog.com in the press/ press release area



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

Solutions:

- Vehicle mount terminals and stationary industry PCs based on our boards developed in-house and mechanics based on the Intel Celeron processor family (DLoG MPC 6) as well as the Intel XScale processor family (DLoG X7, X10, X12)
- Stationary industry computers, especially also for manufacturing applications based on the Celeron or the Pentium M processor family (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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