PRESS INFORMATION - FOR IMMEDIATE RELEASE –

Avalue Introduces Smart Energy-Saving Digital Signage Computer, MPC-21W3

Taipei, Taiwan. January 2010 – Avalue, the professional e-service platform provider, is introducing a new invention for Digital Signage application, featuring exceptional energy-saving technology and slimmest appearance green product, the MPC-21W3.

Intelligent Green Technology

Avalue's MPC-21W3 is powered by Intel® Atom™ N270 processor which consumes low power, with support of pulse width modulation (PWM) automatic controller function, can automatically adjust panel LCD backlight brightness to reduce power consumption and system cost tremendously for 24/7 operation. This product most deserves to be mentioned is its inner intelligent module, an automatic sensor device, which consists of (1) Pyroelectrics InfraRed sensor (PIR) which has surveillance and power-saving function. It leverages infrared technology to detect human activities and turn on/off screen automatically to save the possible wastes on power and cost, (2) the light sensor which adjusts the LCD backlight to be brighter or darker when external light source is changing. It not only can save power, but also give users the best visual effects. This unique energy-saving device enables the MPC-21W3 to operate under 52 watt TPD even in full operation. The MPC-21W3 is equipped with 21.6-inch wide panel, supporting highest 1920x1080 Resolution. Through high definition encoder accelerator card, it enables to transmit 3D visuals, and only seizes 25-30% of CPU load capacity as running MPEG4 Full HD files. Therefore, users will not sacrifice the outstanding performance quality for its excellent energy efficiency ratio.

User-Friendly Control and Operation

The MPC-21W3 comes with one wireless remote control as option, and supports user self-set functions such as volume, luminance, backlight, screen switch, touch panel or power on/off. It is simple to use and programmable. When the Digital Signage is to be fixed on higher ground, user can modify settings with the remote control without the trouble of climbing. Targeting hypermarkets, MRT stations or cinemas etc where advertisements Digital Signages are widely used. New API settings include automatic periodic (time/day) power on/off function, so 24H-personnel is not required.

Touch Function Increases Interactivity

The MPC-21W3 is compatible with multiple applications and file formats, as an additional touch screen panel is equipped, MPC-21W3 is doubled its functions and immediately upgraded to an interactive multimedia service terminal. For instance, people will be able to choose the display contents they really like to watch through a facial identification application, or impressed by creatively interactive campaigns. In addition, MPC-21W3 can be

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integrated with anti-scratch glass touch panel to increase its durability.

Exquisite Ultra-Thin Outer Frame Design

The MPC-21W3 has a minimal screen frame bezel, only 16mm, so when continuous content is being displayed on different screens, image distortion is minimized. As to the safety, the front panel and outer frames meet the IP-65 water/dust-proof standard; it can withstand liquid spillage or dust. Furthermore, using VESA standard 100x100 hook wall accessories, the MPC-21W3 can be easily mounted on wall like a piece of art work, and blends in surrounding décor perfectly with its ultra-thin design.

Best for Digital Signage

The MPC-21W3 enable customers/users save a great deal of business operating costs thanks to its embedded intelligent energy-saving module, especially for 24/7 running Digital Signage machines. Besides, the Hidden Wi-Fi/GPRS/GPS wireless network module ensures that no antennas are exposed during installation. Thus it is aesthetic-pleasing and elegant with excellent network connectivity, suitable for outdoor wireless environments. The MPC-21W3 supports CRT and LVDS configurations. It can easily be installed outdoors as large-sized Digital Signage, television wall, in-store sign board, or inside public transportation display systems etc.

MPC-21W3 Digital Signage Computer Features:

- Intel® Atom™ N270 1.6GHz CPU (2.5W)
- Dual Gigabit Ethernet, 5.1-CH Audio
- 1 Mini PCI, 1 CF, 1 COM, 2 USB
- Optional Touch screen, WiFi Module, 2.5" HDD
- Optional Mini PCIe
- Optional Intelligent Module (AUX-029)
- Fanless System & VESA Compliance
- Single +12V Operation

More product information, please visit our website at www.avalue.com.tw, or contact with sales@avalue.com.tw

About Avalue Technology

Avalue Technology is a professional industrial computer manufacturing company, which is dedicated to developing the x86 and RISC architecture products, including embedded computers, single board computers (SBC), Systems-on-Modules / ETX (SoM / ETX), industrial motherboards, all-purpose tablet PCs, and barebone products, etc. Having expanded, Avalue offers its expertise on PCB / Assembly / BIOS version control and after-sales all type of services. An ISO-9001 certified company, Avalue Technology offers assurance to customers in every aspect of its business. With its headquarter located in Taiwan, Avalue has global branch offices, including one in Denmark to handle the European market, one in Shanghai to handle the local market, and two in the United States, New Jersey and California. In addition, Avalue Technology operates an extensive distribution network to accommodate and serve customers all over the world. Website: www.avalue.com.tw

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