

## **Georges Batarsé is appointed CEO of Kontron Modular Computers SA, France**

*Focus on expanding the market for governmental solutions*



**Georges Batarsé, CEO Kontron Modular Computers SA**

**Eching, Germany, June 17, 2008** – With effect from May 6, 2008, Georges Batarsé (47) has been appointed CEO of Kontron Modular Computers SA in France.

Georges Batarsé will be responsible for quickly integrating the new Toulon based Kontron company with approx. 100 employees into the Kontron Group. One of his core goals is expanding global sales of high-end embedded computing platforms in the defense, aerospace and transportation sectors. He has taken over from Christian Baud, who has a new position in the Thales Group.

Georges Batarsé is a French national who has worked in Germany for the last 16 years. He is well-known at Kontron: From 1993 until 2000 he occupied diverse management positions at Kontron Modular Computers in Kaufbeuren, Germany (formerly PEP Modular Computers). In his last position he was Vice President of Sales. He has the cultural as well as the organizational skills and experience needed to integrate the new Kontron Modular Computers SA into the Kontron Group and expand sales in the global vertical markets.

**Georges Batarsé  
is appointed CEO  
of Kontron Modular Computers SA, France**

“Georges Batarsé is a multi-cultural individual who knows Kontron and has many years of sales and management experience. This makes him the ideal person for the new Kontron operation in Toulon”, explains Ulrich Gehrman, CEO of Kontron AG.

“My target is to generate significant growth with the former Thales Computers in the vertical market for governmental solutions. As part of the Kontron worldwide sales structure we will be able to achieve this far better than ever before. Moreover, all other Kontron operations will also benefit from our excellent access to the French market”, says Georges Batarsé.

Georges Batarsé has an engineering degree in electronics obtained at the University of Grenoble in France. Before joining PEP Modular Computers, Batarsé ran his own company, DSF Limited. Founded in 1986, DSF offered high-tech engineering services for real-time applications. In 2001, he joined National Semiconductor in Munich (Germany) as Marketing Director before working for Bernstein AG in Porta Westfalica (Germany) as Executive Vice President responsible for global sales and marketing.

**About Kontron**

Kontron designs and manufactures standard-based and custom embedded and communications solutions for OEMs, systems integrators, and application providers in a variety of markets. Kontron engineering and manufacturing facilities, located throughout Europe, North America, and Asia-Pacific, work together with streamlined global sales and support services to help customers reduce their time-to-market and gain a competitive advantage. Kontron's diverse product portfolio includes: boards and mezzanines, Computer-on-Modules, HMIs and displays, systems, and custom capabilities. Kontron is a Premier member of the Intel® Embedded and Communications Alliance. The company is a recent three-time VDC Platinum vendor for Embedded Computer Boards. Kontron is listed on the German TecDAX stock exchange under the symbol "KBC". For more information, please visit: [www.kontron.com](http://www.kontron.com).

For more information:

**Reader contact EMEA:**

Kontron AG  
Oskar-von-Miller-Strasse 1 /  
85386 Eching/Munich  
Germany  
Tel: +49 (8165) 77-777  
Fax: +49 (8165) 77-279  
<http://www.kontron.com>  
[sales@kontron.com](mailto:sales@kontron.com)

**Reader contact Americas:**

Kontron America Inc.  
14118 Stowe Dr  
Poway, CA 92064-7147  
United States of America  
Tel: +1 (888)-294-4558  
Fax: +1 (858) 677-0898  
[sales@us.kontron.com](mailto:sales@us.kontron.com)  
[www.kontron.com](http://www.kontron.com)

**Editor contact EMEA:**

Michael Hennen  
SAMS Network  
Zeichenstraße 29  
52146 Wuerselen  
Germany  
Tel.: +49 (0)2405-45267-20  
Fax: +49 (0)2405-45267-21  
[michael.hennen@sams-network.com](mailto:michael.hennen@sams-network.com)

**Editor contact Americas:**

Richard Pugnier  
Kontron America Inc.  
14118 Stowe Dr  
Poway, CA 92064-7147  
United States of America  
Tel:+1 (858) 623-3006  
Fax:+1 (858) 677-0615  
[richard.pugnier@us.kontron.com](mailto:richard.pugnier@us.kontron.com)

**3 of 3**  
**Georges Batarsé**  
**is appointed CEO**  
**of Kontron Modular Computers SA, France**

All rights reserved.

Kontron is a trademark or registered trademark of Kontron AG. All other brand or product names are trademarks or registered trademarks or copyrights by their respective owners and are recognized.

All data is for information purposes only and not guaranteed for legal purposes. Subject to change without notice. Information in this press release has been carefully checked and is believed to be accurate; however, no responsibility is assumed for inaccuracies.