

## Kontron strengthens strategic partnership with Gaius Technology in the Republic of Korea

*Computer-on-Module solutions for the Korean market*



The Kontron and Gaius Team (from the left): Mr. Choi (Kontron), Mr. Hyun (KTK), Mr. Lee (mds), Mr. Fromberger (Kontron), Mr. Lee (Gaius), Mr. Lee (Gaius), Mr. Meyer (Kontron)

**Eching, Germany/Seoul, Republic of Korea, October 15, 2008** - Kontron Technology Korea (KTK), the sales representative of Kontron in the Republic of Korea, is intensifying its cooperation with Gaius Technology, a long time partner of Kontron Embedded Modules in the Republic of Korea, to expand sales of high quality Computer-on-Module solutions in the Korean market.

Gaius Technology already has significant expertise and experience in the use and deployment of Kontron's leading edge Computer-on-Modules (COMs) as well as Kontron's CRT-to-LCD converters and extensive portfolio of 3.5 single board computers in a diverse range of applications and environments. By bundling Kontron Technology Korea's marketing expertise with Gaius Technology's value-added services, Kontron aims to further expand sales of these products and more throughout the Republic of Korea.

"KTK's strong marketing presence will extend the Kontron brand name widely across Korea," explains Mr. Kim, founder and general manager of Gaius. "Gaius will bring the technical and application specific expertise to act upon the resulting inquiries and implement the subsequent custom specific carrier board projects."

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OEM customers in the Republic of Korea will benefit in particular from Gaius Technology's proven ability to design and deliver customer-specific carrier boards based on Kontron's industry standard Computer-on-Modules. OEMs benefit by receiving fully integrated, highly scalable and cost-effective carrier board solutions from a single source. This eliminates the need to manage multiple suppliers and ensures fast application development and evaluation for quicker time-to-market.

"Gaius has a proven track record of successful carrier board designs using Kontron Computer-on-Modules and has completed a wide range of successful projects with many large customers in Korea", explains Mr. Hyun, Director of Kontron Technology Korea. "From customer-specific designs based on the well established Kontron ETX<sup>®</sup> Computer-on-Modules to special requests for the latest COM Express<sup>™</sup> designs and Graphic-on-Module solutions based on the Universal Graphics Module (UGM) standard, Kontron Technology Korea will provide Gaius Technology with fast, local access to Kontron's comprehensive portfolio of modules and other embedded computer products".

"Gaius Technology and Kontron have already gone a very long and successful way together" said Tom Meyer, VP APAC at Kontron, "The long standing cooperation reaches significantly beyond a normal business partnership and, over time, has become a true friendship. Our mentalities complement each other very well - both companies place high value on reliable products, honest communication and, most importantly, customer satisfaction. Kontron is very pleased to have Gaius Technology at its side in reaching this goal."

More about Kontron Computer-on-Modules: <http://www.kontron.com/COM>

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**About Gaius Technology**

Gaius Technology, based in Seoul, was founded in 1987 and is a successful company marketing various electrical & electronic equipment & parts in the Korean industrial sectors. The company has been marketing Kontron Computer-on-Modules since 1998 and has represented and established a large footprint for Kontron's Computer-on-Module products in the Korean Market.

**About Kontron Technology Korea**

Kontron Technology Korea (KTK), based in Seoul, was founded on July 1, 2008 and is the sales and support representative in the Republic of Korea for the German company, Kontron AG. KTK employs experienced sales and technical support engineers who provide expert assistance across Kontron's entire product portfolio.

**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

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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).

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