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[mariette.dusseldorp@advantech.nl](mailto:mariette.dusseldorp@advantech.nl)**Frost & Sullivan Presents Advantech with the "2012 European Company of the Year Award" In the Medical-grade PC Market**

**October 8<sup>th</sup>, 2012** – Advantech, a leader in providing a wide range of certified medical computing systems and services, is happy to be named recipient of Frost & Sullivan's "2012 European Company of the Year Award" in the medical-grade PC Market. This distinguished award was presented to Advantech by Frost & Sullivan, now in its 50<sup>th</sup> year as a well-known global provider of market research & analysis, who monitor an array of industries and companies. "Advantech has outshined its competitors over the last 5 years in the European market through prudent distribution channel optimization, continuous product portfolio expansion and competitive product pricing," noted Frost & Sullivan Research Analyst Somsainathan. "The company maintains high quality standards for its products, meeting all the European standards including EN-60601, and is still able to competitively price its products, mainly due to its efficient in-house manufacturing facility (ISO-13485) in Taiwan." The award came after nomination and review in fierce competition with other companies in the industry. Frost & Sullivan utilizes a 10-step rating system across a variety of categories and applies strict criterion in its selection process. Advantech scored consistently high in all categories.

**Excellence in Strategic Growth, Implementation and Customer Value**

Advantech's ability to provide localized sales and support backed by a global supply network, and its experience in delivering the right high-quality, medical-grade products to meet the needs of the market, while conforming to compliance certifications of the industry, creates a scenario that is tough to compete with. And the numbers back up

Advantech's approach. The Frost & Sullivan report ranked Advantech 9.2 in Growth Strategy Excellence, and 9.2 in Growth Implementation on a scale of 1 to 10. Distribution channel optimization and competitive product pricing are key success factors in Advantech's execution in the market

### **Customer Value and Competitive Pricing Crucial in Today's Economy**

With cost of healthcare going up, and economic downturns following the EuroZone crisis, medical professionals have to balance the cost of acquisition against benefits provided by digital healthcare products. Advantech consistently delivers medical-grade PCs at very competitive prices. This allows hospitals to continue to provide the best in class service to their patients using rugged and medically-certified devices in critical care areas and patient rooms, while continuing to stay within budget constraints. This is a win-win situation for all, and was reflected in Advantech's rating of 9.0 for Leadership in Customer Value in the Frost & Sullivan award. Advantech is always looking for ways to increase customer value. "Advantech offers several unique services to its customers, including online stores - 'Advantech eStore' and 'MyAdvantech' - that provide a one-stop solution for all devices and accessories," explained Somsainathan. "Interactive self-service options add customer value by helping clients access technical documents, 3-dimensional product models, online training modules and catalogs."

Frost & Sullivan's independent analysis and recognition of Advantech with its "2012 Company of the Year Award" in the Medical-grade PC Market in Europe, is a tribute to the outstanding performance and dedication that Advantech applies in continuous efforts to bring to market the best digital healthcare solutions possible. For more information about Advantech's medical-grade PCs, or other Digital Healthcare products and services, please contact a local sales representative or visit us online.

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#### **About Advantech**

Founded in 1983, Advantech is a leader in providing trusted, innovative products, services, and solutions. Advantech offers comprehensive system integration, hardware, software, customer-centric design services, embedded systems, automation products, and global logistics support. We cooperate closely with our partners to help provide complete solutions for a wide array of applications across a diverse range of industries. Our mission is to enable an intelligent planet with Automation and Embedded Computing products and solutions that empower the development of smarter working and living. With Advantech, there is no limit to the applications and innovations our products make possible. (Corporate Website: [www.advantech.com](http://www.advantech.com)).