

PRESS RELEASE

New sales strategies fuel organic growth:

DLoG GmbH intensifies its sales activities in international markets and through partner networks



Hall 6, Booth 408

**Olching, February 12, 2008 — DLoG GmbH is channeling its activities toward increased organic growth. The Sales and Marketing departments under their new directors Thorsten Kraus, Manfred Lachauer, Thomas Rissmann and Werner Wallner are focusing on domestic and international growth in direct sales of customized hardware and software solutions tailored to individual customers. Indirect sales are also being strengthened to achieve focused penetration of vertical markets through a vigorous partnering program.**

As the European market leader in the development, manufacture and marketing of industrial-strength vehicle terminals for professional applications, DLoG is reinforcing its commitment to establishing DLoG systems and solutions in international markets. DLoG's direct-marketing business model involves the focused marketing of end-to-end turnkey solutions for intralogistics, large machinery and industrial manufacturing applications. The DLoG GmbH suite of direct, end-to-end solutions includes one-stop project planning and management, IT equipment and infrastructure consulting (WLAN, RFID, operating systems, etc.) and customized after-sales management.

The business model for indirect sales concentrates on partnerships to acquire and support DLoG end customers within the various vertical market segments. New, coordinated national and international partnering programs play a key role in the success of DLoG partners and lead to long-term business relationships.

## DLoG Sales and Marketing Contacts

The following persons direct the active focusing of sales and marketing activities of DLoG GmbH:

**Business Development: Thorsten Kraus**, Director Business Development Marketing

With over ten years of international experience in project management and technical consulting to global Tier 1 OEM and ODM customers, Thorsten Kraus provides the specialized technical expertise needed to efficiently and confidently design and implement projects for DLoG customers.

**International Sales: Manfred Lachauer**, Director International Sales

With over twenty years of experience at the international level, Manfred Lachauer supports long-term customer relationships worldwide and is specialized in the sale of industrial applications such as Auto-ID systems in both manufacturing and stationary applications.

**Indirect Sales: Thomas Rissmann**, Director Channel Sales

Thomas Rissmann supports the new partnering strategy of DLoG with his 14 years of international partnership experience, including 8 years in IT specializing in Auto-ID and mobility.

**Direct Sales: Werner Wallner**, Director Key Account Management

Werner Wallner has over 16 years of international industry experience supporting Tier 1 customers and managing sales teams with a focus on solution marketing and retail customers.

Interested companies and service providers can see our new sales and marketing concept at LogiMAT 2008, February 19–21. The DLoG GmbH team is located in Hall 6 at Booth 408.

More information is available online at [www.dlog.com](http://www.dlog.com).

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**Available photographic material:**

Download at [www.dlog.com](http://www.dlog.com) under Press/

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## **DLoG GmbH:**

DLoG is a European market leader in industrial vehicle terminals for industrial applications. Because we develop our boards in-house, we can guarantee tailored solutions together with high quality and long-term support of maintenance or system upgrades. Fail-safety is our utmost priority, in particular under extreme environmental conditions such as moisture, wide temperature fluctuations or vibrations.

Areas of application:

- Logistics applications, in particular on floor transport vehicles in warehouses, goods distribution centers or harbors
- Visualization and control applications on construction and agricultural equipment, trucks, buses and railway vehicles, and in mining operations

Solutions:

- Vehicle terminals and stationary terminals based on boards developed in-house, and mechanics based on the Intel Celeron (DLoG MPC 6) and Intel XScale line of processors (DLoG X7, X10, X12)
- Stationary terminals, in particular for manufacturing applications based on the Intel Celeron and Pentium M line of processors (DLoG IPC 7)
- Consultation and project management services, in particular in the area of wireless broadcasting and networking (especially WLAN)
- Third-party products such as scanners, printers and MDE equipment

Corporate Headquarters:

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