

PRESS RELEASE

Straight-lined partner program withstands its first true test

Together in the DLoG universe: DLoG and its partners give successful presentation at LogiMAT

Germering, March 27, 2009 – DLoG GmbH and its top-ranked Saturn-level solution partners and its important Neptune-level integration partners at LogiMAT in Stuttgart presented their product portfolio for industry to great acclaim. The DLoG Universe, the partner program started in 2008 for specialists in industrial vehicle terminals and industrial computers, has thus passed its first true test with flying colors.

For the last year, DLoG GmbH has been successfully implementing its global partner program "DLoG Universe". The significant part of the program is strategic, proactive collaboration with the company's integration and sales partners in order to work together to present customers with innovative target group-specific solutions. The DLoG Universe makes a distinction between strategically important sales partners, the Saturn partners, normal integration partners, the Neptune partners, and the smaller Triton partners. There are also independent software vendors (ISV) called Mars partners. DLoG ranks each sales partner in its special vertical and horizontal solution orientation. This permits the desires and requirements of customers to be fulfilled very specifically across the partner landscape. At LogiMAT, the DLoG partners showed interesting solutions like RFID, voice, warehouse management, and mobile picking with UMTS and WLAN with DLoG industrial terminals.

Through the crisis with strong partnerships

In view of today's economic trends, an efficient, customer-oriented sales organization is more important than ever. This requirement is also met by the DLoG universe to an outstanding degree. "One important strength of the DLoG partner program is the clear positioning of the partners, reflecting their individual strengths. This is complemented by the clear knowledge on DLoG's part regarding its comprehensive partner network," says Thomas Rissmann, Channel Manager at DLoG GmbH. And DLoG Universe gains additional weight through active support from DLoG. That starts with well-grounded training of partners at DLoG University to provide technical and product-specific expertise. Other

important elements are a demo program and a marketing program for partners. DLoG also views the generation of leads for its partners as an essential element of reliable cooperation. And of course, DLoG also supports partners in customer projects with dedicated channel and vertical account managers.

Please contact DLoG Channel Manager Thomas Rissmann directly if you have questions about the DLoG partner program (Rissmann@dlog.com).

Further information is available online at www.dlog.com.

Available image material:

Downloads from www.dlog.com in the press/ press release area



**Thomas Rissmann, Channel Manager at
DLoG GmbH.**

DLoG GmbH:

DLoG is the European market leader for industrial-suited vehicle mount terminals for industrial applications. On the basis of our boards developed in-house, we guarantee customized solutions, integrated with high quality and long-term secured support with regards to maintenance or system upgrades. Reliability is our first priority, especially with high environmental demands such as humidity, strong temperature fluctuation or vibrations.

Areas of application:

- Logistics applications, in particular floor conveyors in warehouses, goods distribution centers or harbors
- Visualization and control applications on construction and agricultural machinery, trucks, buses, rail vehicles, and in mining

Solutions:

- Vehicle mount terminals and stationary industry PCs based on our boards developed in-house and mechanics based on the Intel Celeron processor family (DLoG MPC 6) as well as the Intel XScale processor family (DLoG X7, X10, X12)
- Stationary industry computers, especially also for manufacturing applications based on the Celeron or the Pentium M processor family (DLog IPC 7 and ITC 7)
- Consulting and project planning services, particularly in the areas of radio coverage and networks (especially WLAN)
- 3rd party products such as scanners, printers or MDE devices

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