

## PRESS RELEASE

*Global DLoG Partners Conference 2008: European market leader in industrial vehicle terminals sets course on growth*

### **IP67- another way of looking at suitability - retailers test DLoG industrial PCs during beach volleyball**

**Olching, April 24<sup>th</sup>, 2008 – out of the DLoG assembly halls into the Caribbean event location of Roberto Beach not far from Munich: over seventy international DLoG distribution partners met from the 9<sup>th</sup> to 10<sup>th</sup> of April, 2008 at the DLoG partners' conference surrounded by beach Olympics and barbecue. Here, in a stimulating creative atmosphere, the in-depth product portfolio, DLoG technologies and the latest distribution concepts of the terminal and industrial PC specialists were discussed during a two-day business congress.**

At the beginning of the year, market leader DLoG presented its newly established distribution and marketing team. DLoG underscored their new distribution strategy with the 2008 partner conference. The company is positioning itself to focus on breakthroughs and new coverage of national and international vertical markets supported by indirect distribution structures. "We deliver technical service strength and robust industrial hardware and solutions. In doing so our distribution partners are increasingly becoming the direct contact for the customer; convincing them with their service orientation and technical competence. The DLoG partner conference in Olching, including the get together at Roberto Beach, served to relay our strategic goals and advance a direct exchange of knowledge" summarized Manfred Lachauer, International Sales Director at DLoG GmbH.

#### **Program Points from the DLoG Partner Conference 2008**

At the global DLoG partner conference the business introduced DLoG partner program initiatives for orientation towards collective organic growth. The tight network of DLoG partners with Channel Account Managers and Key Account Managers guarantees DLoG an optimal addressing of the market. The company presented new sales tools that assist partners in simplifying placement of DLoG products using a new innovative form of presentation. Additionally, the partner conference highlighted the USPs of DLoG products, such as the suitability of the devices for industrial use according to protection grade IP67. The

partner event was rounded off with a tour through DLoG production areas and an evening presentation at the "Roberto Beach" location in Aschheim / Munich for networking and expansion of the themes that had been introduced.

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

**Available Photo Material:**

Downloads from [www.dlog.com](http://www.dlog.com) in the press/ press release area



**Manfred Lachauer, International Sales Director at DLoG GmbH.**



During the two-day technical congress the DLoG distribution team presented the product portfolio, roadmap, DLoG technologies and latest distribution concepts.



**IP67- another way of looking at capability. Retailers tested DLoG industrial PCs during beach volleyball at the DLoG partner conference 2008.**



The closing event of the DLoG partner conference 2008 in the Caribbean event location Roberto beach not far from Munich was particularly inspiring and proved, convincingly, as shown here, that DLoG and their partners are all pulling together.

**DLoG GmbH:**

DLoG is the European market leader for industrially capable vehicle terminals for industrial applications. On the basis of the boards that we develop in-house we guarantee custom solutions, integrated with high quality and long-term secured support with regards to maintenance or system upgrades. Reliability is our first priority, especially with environmental demands such as humidity, oscillating temperatures or vibrations.

**Areas of Application**

- Logistics applications, in particular industrial transport 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 terminals and stationary terminals based on the boards that we develop in-house and mechanics based on Intel Celeron processor family (DLoG MPC 6), as well as Intel XScale processor family (DLoG X7, X10, X12)
- Stationary terminals, particularly also for manufacturing applications based on Celeron or Pentium M processor family (DLog IPC 7)
- Consulting and project planning, particularly in the areas of radio frequency site survey and networks (especially WLAN)
- 3<sup>rd</sup> party products such as scanners, printers or MDE devices

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