



NEWS RELEASE

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MICRO INDUSTRIES ENTERS SYSTEMS MARKET WITH CUSTOMIZEABLE POINT-OF-SALE SOLUTION

New Facility Offers Reduced Manufacturing Costs for OEM Systems

“We considered the integrated solutions of twelve different vendors before we designed our Kodak Picture Center (KPC). Based on our long history with Micro Industries, the dependable long-term service and support the company offers, and the cost-effectiveness and quality of the POS product, we chose Micro Industries to supply the system we needed.”

Ron Boehly
Commodity Manager
Eastman Kodak Company

Westerville, Ohio — May 30, 2000 — Micro Industries Corporation today introduced a new POS (point-of-sale) System, comprised of a highly integrated PC-compatible computer with an LCD/touch-screen display. The announcement of this new solution for graphic interface applications officially marks Micro Industries’ entree into the PC systems market. Micro Industries is an electronics manufacturing services (EMS) company that provides electronic engineering, manufacturing, and system integration resources to OEMs.

“In order to better serve our customers, Micro Industries offers standard, semi-custom and custom systems for a variety of applications,” stated Michael Curran, president and CEO of Micro Industries. “Some of the largest demand we see for these systems is within the POS, kiosk, and industrial control markets. With high performance PC functionality tightly coupled with a graphical user interface, our new POS System is ideal for companies seeking a solution for these applications.”

The POS System operates on all PC-compatible software. It is configured with highly integrated motherboards developed by Micro Industries—either the POS51 or the POS61—minimizing the number of interconnects in the system, and dramatically improving system reliability. Manufactured within the United States by Micro Industries, the assembly is customizeable for specific applications and is designed for long life.

According to Ron Boehly, Commodity Manager, Eastman Kodak Company, “We considered the integrated solutions of twelve different vendors before we designed our Kodak Picture Center (KPC). Based on our long history with Micro Industries, the dependable long-term service and support the company offers, and the cost-effectiveness and quality of the POS product, we chose Micro Industries to supply the system we needed.”

New Facility Reduces Manufacturing Costs for Systems Business

Micro Industries’ new facility in the Rickenbacker Foreign Trade Zone in Ohio adds a unique value proposition to Micro’s systems integration expertise. By locating the systems manufacturing business in this area—while still maintaining the present facility for board manufacturing—the company can reduce the costs of manufacturing.

According to Curran, “We chose this site for our new systems manufacturing operations because it adds tremendous value for our customers. The location provides better access to worldwide transportation through the Rickenbacker International Airport, and will enable us to reduce costs and take advantage of the customs and tariff benefits that a Foreign Trade Zone has to offer. We plan to pass these advantages along to our customers.”

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Features of New POS System Offer Unique Benefits to OEMs

- **Small Footprint Chassis:** The compact size of the new POS System allows for numerous mounting options. The system can easily be panel mounted or integrated into a desktop or POS terminal.
- **Integrated LCD Display:** A 10.4-18" LCD display eliminates the need for an external display monitor, reducing the overall size and weight of the system.
- **ELO Resistive Touch Screen:** No keyboard or mouse is necessary to utilize the system, keeping user attention focused to on-screen information.
- **Processor Options:** Intel® Pentium® III processor, Intel Celeron™ and Intel Pentium processor options offer tremendous scalability and a wide range in power/price/performance ratios, enabling OEMs to target different market segments with one basic product.
- **Storage and Peripheral Expansion:** Two 3.5" peripheral bays, one PCI expansion slot, and one ISA/PCI expansion slot provide additional storage capacity and expansion capabilities for standard as well as custom devices.

Availability and Price

The new Micro Industries POS System is available immediately in the United States and Europe. Pricing for base systems using the Micro Industries POS51 and Intel Pentium processor with a 10.4" LCD display starts at under \$2,000 (U.S.) in OEM quantities. Systems using the POS61, Intel Pentium III processor and a 12.8" LCD display start at under \$2,500 (U.S.) in OEM quantities. Unit quantities are available at higher prices. Prices are subject to change without notice. Products can be ordered by calling Micro Industries' Customer Service Department at 800-722-1842.

About Micro Industries

Micro Industries Corporation, founded in 1978, is an electronics manufacturing services (EMS) company that provides electronic engineering and manufacturing resources to OEMs. Micro Industries helps customers translate their product requirements into low-cost standard, custom, and semi-custom product solutions for embedded and integrated computer systems. Its 52,000 square foot facility in Westerville, Ohio serves as corporate headquarters, and houses an EPA Zero Discharge manufacturing facility that meets both ISO 9001 94 and ISO 14001 standards. The manufacturing facility has fully automated conventional and surface mount assembly lines for both prototype and production requirements. Micro Industries' new 37,000 square foot facility in Columbus, Ohio supports the system integration operations with advanced e-commerce capabilities and is located in the Rickenbacker Foreign Trade Zone. The company employs a dedicated staff of engineers focused on product design. For more information visit <http://www.microindustries.com>.

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