



NEWS RELEASE

FOR BUSINESS EDITORS
FOR IMMEDIATE RELEASE

MICRO INDUSTRIES LOWERS THE COST OF OWNERSHIP FOR OEMs DEPLOYING POINT-OF-SERVICE (POS) PRODUCTS FOR RETAIL AND MEDICAL MARKETS

'Messenger' System Delivers New Scalable Platform Options for Interactive, Streaming Video Applications

Westerville, Ohio — July 15, 2002 — Micro Industries today announced that it has lowered the cost of ownership for original equipment manufacturers (OEMs) deploying products in the rapidly expanding point-of-service (POS) market with the introduction of the Micro Industries *Touch & Go Messenger* configurable transaction terminal system. The *Messenger* can be configured with a combination of three new Micro Industries EmbeddedATX-based motherboards, a variety of Intel processors—including the Mobile Intel® Pentium® 4 processor-M—and 20.1-inch LCD/touchscreens to produce exciting new platforms for interactive, streaming video POS applications.

The *Messenger* system significantly reduces costs, protects the hardware and software investment of users, and is the ideal system for airports, hotels, restaurants, and retail stores with multimedia displays. The *Messenger's* flexible design is also perfectly suited for OEMs that target healthcare applications, such as digital X-ray, CT, and MRI imaging.

The *Messenger* system provides three features that significantly lower the cost of ownership:

- a modular design that allows OEMs to select only the functions they need;
- scalability that provides headroom for future enhancements; and
- Intel embedded architecture components that ensure long-term availability.

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“The modularity that we’re providing using the EmbeddedATX motherboard standards-based specification offers the flexibility to match the price and performance objectives of OEM customers with the latest processor and LCD technology,” said Michael Curran, CEO of Micro Industries Corporation. “This system helps OEMs respond quickly and economically to rapidly changing market conditions with a scalable product that is tailored for the unique needs of their customers.”

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20.1-inch LCD Panel Display Options

High- and Low-Resolution Color Ideal for Retail Applications

OEMs can order the *Messenger* with any of three LCD panel displays. One is a high-resolution 20.1-inch, color LCD flat panel for applications that need to be legible both from a distance and up close. Users would be stores that incorporate multimedia displays or electronic multimedia billboards; trade shows; airports; hotels; restaurants; or any application where brand and image is crucial.

This display can be paired with an Intel Pentium® 4 processor to drive multimedia applications such as multiple windows, streaming video, and animation. It can be made interactive with the addition of a touchscreen to facilitate user transactions. The ability to post current specials, display full-motion videos, and mine customer information all at the same time on a single display opens up a variety of opportunities to attract, inform, and sell with outstanding clarity and innovation.

The **Messenger** can also be configured with a 20.1-inch, low-resolution color LCD panel that creates a television-like backdrop with eye-catching sharpness and clarity. Intel® Celeron® processors and Pentium® III processors can support video and other graphics-heavy data sent to the jumbo display with ease, giving OEMs the freedom to create attention grabbing, flawless promotions. The simple mounting arrangement makes it easy to attach the **Messenger** to a wall, behind a display, or to any other surface that will attract consumer attention.

High-Resolution Monochromatic Perfectly Suited for Medical Applications

The **Messenger** is also available with a monochromatic, 20.1-inch LCD flat panel for OEMs supporting healthcare applications such as digital X-ray, CT, and MRI imaging, providing medical professionals with immediate access to patient information with unprecedented resolution and clarity. OEM products can speed up response times in emergency situations by saving digital X-rays and CT scans directly to a server that is networked to **Messenger** units throughout a medical facility.

Doctors can review patient information and run sophisticated diagnostic tools using the computing power of an Intel Pentium 4 processor. The system's large, bright LCD display provides remarkably clear digital images. This eliminates delays associated with the processing and delivery of film and the expenses associated with film storage and disposal. The **Messenger's** fully integrated design and compact packaging make it easy to mount almost anywhere.

System Options

OEMs can configure the **Messenger** system with the high- or low-resolution color or high-resolution monochromatic 20.1-inch LCD panel and their choice of any of Micro Industries' three new EmbeddedATX motherboards—the mTG62, mTG845, or mTG845LP—with a variety of processors, including the Intel Pentium 4 processor, Mobile Intel Pentium 4 processor-M, Pentium III processor, and Celeron processor, for optimal price and performance for their application.

The EmbeddedATX motherboard with the Mobile Intel Pentium 4 processor-M provides long-term availability, high-processor frequencies at low power, and a stable platform environment. The processor works in conjunction with the EmbeddedATX form factor to reduce overall hardware costs by improving interoperability, increasing design modularity and reuse, stimulating innovation, and improving time-to-market.

The **Messenger** also provides options for processor speeds, memory sizes, wireless LAN/modem, and other configurable components such as a hard drive, CD, CD-RW, or DVD drive. Numerous I/O ports are capable of supporting a variety of serial, USB, and parallel devices typically required in transaction terminal markets. External printers can be used for printing receipts, data printouts, maps, menus, tickets, etc. The **Messenger** also supports cameras, smart card readers, magnetic strip readers, and bar code readers, which can be used to collect and track customer data. Fingerprint identification devices can be implemented for access to secure areas or computer systems. Each system can be equipped with either a resistive or surface acoustic wave (SAW) touchscreen. An attractive bezel is also available.

Availability and Price

Retailers and OEMs interested in ordering a **Messenger** system or learning more about other *Touch & Go* products can call Micro Industries' Customer Service Department at 800-722-1842 or visit www.microindustries.com. The **Messenger** is available immediately in the United States and Europe. Volume OEM pricing starts at \$1,995.00 (U.S.) based on processor and I/O configuration. Smaller quantities are available at higher prices. For more detailed information about the technology in this product, please visit www.microindustries.com.

About Micro Industries

Micro Industries Corporation, founded in 1978, is an electronics manufacturing services (EMS) company that provides electronic engineering and manufacturing resources to original equipment manufacturers (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. The 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 employs a dedicated staff of engineers focused on product design. Micro Industries also supports an Internet-based company that features free online tools that OEMs can use to design circuit board assemblies and systems and accelerate new product development. The website for this wholly-owned subsidiary, Sweetcircuits, Inc., is located at www.sweetcircuits.com. For more information about Micro Industries, please visit www.microindustries.com.

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