

# Advantech expands its Competence and Design-in Center for embedded computing and IoT solutions in Europe

Advantech strengthens the strategic importance of Germering near Munich

Munich, Germany, August 1, 2017— Advantech the world market leader of embedded computing and IoT services – Announces its expanding capabilities. Due to the increasing demand for application specific embedded computing systems and solutions based on Advantech's System on Modules (SOM), Advantech is investing in and expanding its centralised European engineering services within its Competence and Design-In Centre at its European Headquarters in Germering, Germany.

The Competence and Design-in Centre's workforce will have the task of both supporting and providing a professional framework, advisory service and the deployment of tailored, bespoke design-in work. Supporting the 85 dedicated-sales and support staff across Europe, the centres expertise focus on vertical markets such as Transportation, Medical, Industrial Automation, Retail and Gaming.

The Competence and Design-In Centre is equipped with the latest state-of-the-art development and testing equipment such as, 3D printer technology for fast prototyping, vibration tables with up to 100 g stress profiles and climatic chambers for temperature tests and aging simulations.

Advantech's expansion and investment will also include advancements being made to its Innovation Hub ([Innovation Hub Video](#)) which is also situated at Germering, Germany. This will include a dedicated area for training and showcasing Advantech's extensive knowledge and software solutions within IoT, which will be available on demand through the Wise-PaaS Marketplace ([Wise-PaaS Marketplace Website](#))

"Our customers demand professional and fast design-in support as well as advice on customer-specific systems and solutions and in particularly competitive prices. The Advantech Europe Engineering Center in Germering offers its customers an immense range of products in combination with a highly qualified German design team, which stands for 'Engineered in Germany' quality. We offer a highly efficient and, above all, stable set-up. In addition, we are supported by our well-established headquarter in Taiwan, a region that is clearly a leader in electronics manufacturing. This combination makes our solution offering in Germering strong and powerful. We want to not only maintain this attractiveness, but also to expand our capacities through our investments in our consulting, conceptual and design-in capabilities and of course, with high loyalty to our partners ", explains Hans-Peter Nüdling, Head of the embedded IoT business of Advantech in Europe and Managing Director of Advantech-DLoG. "In Europe, we are focusing on the country-specific requirements as well as our strategic vertical target markets for embedded components, boards and systems. It is also important for us to work closely with eco partners in the IoT environment, which are complementary to our IoT relevant hardware and software portfolio, "adds Nüdling.

## About Advantech

Founded in 1983, Advantech is a leader in providing trusted, innovative products, services, and solutions. Advantech offers comprehensive system integration, hardware, software, customer-centric design services, embedded systems, automation products, and global logistics support. We cooperate closely with our partners to help provide complete solutions for a wide array of applications across a diverse range of industries. Our mission is to enable an intelligent planet with Automation and Embedded Computing products and solutions that empower the development of smarter working and living. With Advantech, there is no limit to the applications and innovations our products make possible. (Corporate Website: [www.advantech.eu](http://www.advantech.eu)).