

AOpen Mike Newsletter

VOL. XI, Issue 5

Message from AOpen® America

Dear AOpen Partners:

Welcome to the month of May! With sunny days ahead and rain hopefully behind us, we are moving into spring mode. May was and is continues to be a busy month for AOpen.

We welcomed May with the [Screenmedia Expo](#) in London where we also launched our global announcement for the MP57 – the smallest Intel® Core™ processor-based desktop PC with support for Windows Embedded Standard 7. It was great news to see that AOpen products were demonstrated by key players in the industry such as SCALA, Intel, Harris, Sony, Philips, Avnet, Bellmicro, BlueFox, Omnivex, Sedao, Signagelive, Synon, Stinova, C-nario and 3D panorano. It is through opportunities such as this, which allow AOpen America and our partners to demonstrate and fully understand the offerings that each one provide. Our goal at AOpen America is to continue to foster strong relationships with our partners and develop new ones in order to better facilitate and provide our partners with the best and complete solutions.

Moreover, AOpen made a very important announcement on May 12th, as we signed an exclusive licensing agreement with [iSign Media](#). Together with iSign, we introduced the world's first "intelligent" media player featuring content management and consumer response logging for the digital signage industry. This is a breakthrough for the industry as this campaign takes off, retailers can register loyalty customer's information including the MAC address of their cell phones. When this happens retailers have a database of the shopper including their cell phone or PDA. Now when the shopper walks into a store, the system picks up that they are there and can then promote to them during their shopping trip based on their shopping history and buying habits and based on where they are within the store. This ultimately means that retailers can maximize their promotional campaigns and improve their customers shopping experiences.

AOpen will be participating at [Synnex's annual Red, White & You](#) event May 18-20, 2010 in Orlando, Florida. I encourage those of you who plan to attend the event to visit our booth #15 to learn more information about how our solutions can fit into your needs.

As always, we thank you for growing business with us. Please stay in touch – we'd love to hear from you.

Best Regards,

Dale Tsai
President, AOpen America

Feature Story – AOpen and iSIGN Media Introduce World's First "Intelligent" Media Player Featuring Content Management and Consumer Response Logging for Digital Signage Industry

OEM Partnership Provides iSIGN Media With New Growth Channel in Digital Signage Marketplace

AOpen America Inc. ("AOpen"), the world's leading ultra small-form-factor computer system manufacturer and digital signage solution provider has entered into an OEM licensing agreement with iSIGN Media Solutions Inc. ("iSIGN") (TSX VENTURE:ISD) to embed iSIGN's patent-pending Bluetooth® interactive software technology into AOpen's digital media players. The move has led to the creation of the world's first multi-function media player, capable of providing content management, Bluetooth® message broadcasting and data logging of consumer responses into a single unit. Fundamentally, consumers are able to interact with iSIGN-enhanced digital signs by using their mobile handsets. The new multi-function models will provide the digital signage industry with both cost savings, added smarts and convenience never before available.

"We are pleased to be working with iSIGN Media to introduce a world's first in digital signage technology," said Dale Tsai, President of AOpen America. "iSIGN Media provides us with much needed business intelligence functionality to help our customers achieve new cost benefits while taking advantage of the latest in digital signage innovation." The exclusive agreement will enable AOpen to develop additional multifunction media players and digital engines available to all markets worldwide including retail, municipal and public applications.

AOpen will be promoting the new exclusive MP45DU, DE45HG and DE7000 models to existing and new customers to enable each to now collect consumer responses from mobile devices with a choice of three data logging dashboards. Existing AOpen units currently in use will also be able to be enhanced with an iSIGN licensed online solution to provide business intelligence for a low monthly fee with full support from both companies.

Both firms will launch the new units in North and South America and expect to realize increased unit sales with up to 30% penetration in the current sales of 30,000 units per month sold worldwide by AOpen. Selected AOpen distributors have been made aware of the new multi-function media players and their response has been extremely positive and enthusiastic.

The companies are planning an industry-wide push to introduce the multi-function media players to targeted customers in the following four channels: general retail; food and drug; fast food and cinema; and, convenience stores. Launch promotions have been confirmed at various up-coming trade events.

"The signing of this OEM agreement is a major step forward for iSIGN and is the first of many anticipated licensing agreements," says Alex Romanov, Chief Executive Officer at iSIGN Media. "We are looking forward to working closely with AOpen and to help them grow their leadership position in the digital media marketplace."

What exactly does this means to the industry?

The retail industry has purchased loyalty programs for years and has spent millions on customer databases to understand what our shopping habits are. When we sign up for a loyalty card, we opt in to sharing information about our purchase habits to the retailer who offers the card. Over time, the retailer develops a profile about us with regard to our purchasing in every major category within their stores and then begins to send mail to our homes on a monthly basis with special offers for us (based on prior purchases). Also when we swipe our loyalty cards at the POS station they can print coupons for us courtesy of the Catalina System.

The problem with both of these strategies is that when we get mailings from stores we typically consider them junk mail and toss them, or we peruse them and then forget to take them to the store on our next trip to redeem them. When we get coupons at the end of our shopping trips via the Catalina System, we save them for our next

trip. Unfortunately we hardly ever remember to bring them to the store with us. The reality is the current loyalty systems are set up to benefit organized shoppers. Those of us who get a call from a spouse to pick something up on the way home or who on a whim go on an unplanned shopping trip to the mall represent the norm.

Given this background, today retailers do not know when we are in their stores. We walk around, "kick the tires", and leave and they don't know we were there. The best they can do is if we swipe our card as we are checking out they can try and enhance our next trip with coupons. With the iSIGN system, retailers can register loyalty customer's information including the MAC address of their cell phones. When this happens they have a database of the shopper including their cell phone or PDA. Now when the shopper walks into a store the system picks up that they are there and can promote to them during their shopping trip based on their shopping history and buying habits and based on where they are in the store. This means that they can maximize their promotional campaigns and improve their customers shopping experiences.

For the customer this means a reduction in junk mail. It also means that when they are promoted to in the store, they are not bombarded with every promotion under the sun (current strategy in many chains). They only see ads or promotions for things that they are interested in. For example if a middle aged man walks into the store and his buying profile shows that he never buys disposable diapers because he has no infants at home then he will never see an ad for those types of products because it would be considered spam. On the other hand, because he buys high tech gear, a store can target specific promotions for him.

As this takes off, it also helps in-store promotions go viral. For instance, stores can allow the sharing of promotions, so if a person receives a special promotion on their cell phone they can forward it to friends and acquaintances and the retailer then gets the benefit of their customers extending their promotions for them.

This system has benefits and application for virtually every retail segment. At convenience stores, retailers can use this to promote specials at the pump while the consumer is pumping gas in order to attract them into the store. At a Quick Service Restaurant, the retailer could download cell phone games with branded messages to influence customers to spend more time and possibly buy additional treats while they are in the restaurant.

The back end of the system is as important to the retailer as the promotions that they send out. The Interactive Marketing Solution includes a database which tracks who saw the promotion, who accepted the download, and tied to POS who made the purchase. If a particular promotion does not have a high acceptance rate i.e. very few people are opting to accept the message on their phones the retailer can immediately change to alternative promotions. It makes in-store marketing a powerful and profitable tool.

Product Focus

P790



Introducing AOpen's 790 series set to launch June 1st. The P790 series is an advanced metal panel PC with ultra slim and exquisite metal enclosures and comes in four different display sizes. 12", 15", 17" and 19". They are equipped with high brightness TFT panel and resistive/SAW/IR touch. Additionally, they are NEMA 4/IP 65 dust and water

proof display that meets industrial application requirements. The P790 series is a comprehensive product line that is your best choice for digital signage, kiosk, digital home office, healthcare, industrial automation, transportation, gaming, and many other application uses. Stay tuned for more details as June 1st is fast approaching!

Webinar Series

➤ AOpen America Partnership Webinar with Ergotron – May 19, 2010



AOpen Webinar Series

AOpen Webinar Series

AOpen, the leader in ultra small form factor (uSFF) computing solutions would like to invite you to our Webinar Series. These Webinars will focus on providing quarterly updates on AOpen, our products, solutions, and market intelligence for our Alliance Channel Partners (ACP). In addition, we will be partnering with leading technology and component providers in our key areas of focus to provide you with timely, solution-based information that will help you go to market with AOpen and our Alliance Vendor Partners (AVP). In this month's Webinar, we will be partnering with Ergotron, a leading manufacturer of digital display mounting and mobility products.

AOpen Partnership Webinar with



Wednesday, May 19, 2010 – 11:00AM PST, 2:00PM EST

Partnering with Ergotron, this Webinar Series will be focusing on the following:

Ergotron

- Product Solution
- Partner Program

AOpen

- "Where to buy" our AOpen/Ergotron SKU

Date: May 19, 2010

Time: 11:00AM PST, 2:00PM EST

Duration: 60 min.

Please contact [Kevin Cosbey](mailto:Kevin.Cosbey@AOpen.com) if you should have any questions or email aoamarketing@aopen.com.

REGISTER NOW

screenmedia expo | europe 2010

May 5th - 6th, Earls Court, London

Screenmedia Expo

Recently, our colleagues at AOpen Europe attended Screen Media Expo – the industry’s biggest digital signage and DOOH media event in Europe. The event drew thousands and AOpen’s media players were seen throughout the exhibit halls! See below for a photo story recapping the event:







AOpen America debuts smallest Intel® Core™ processor-based desktop PC – XC mini MP57 with support for Windows Embedded Standard 7

SAN JOSE, Calif., May 4--AOpen, the world-leading small-form-factor (SFF) computer system manufacturer and digital signage solution provider today introduced the smallest Intel® Core™ i7 and Intel® Core™ i5 processor-based desktop PC – XC mini MP57.

The latest AOpen XC mini MP57 is the smallest desktop PC with Intel® Core i7 and Intel® Core™ i5 processors. For better office application and management, it enables Intel® vPro™ Technology with Intel® Active Management Technology (Intel® AMT) that helps perform remote asset tracking and checks the presence of management agents virtually anytime. This functionality allows you to conduct hardware and software inventories up to 94% faster than manually. Meanwhile, it has the same power saving, silent, and high performance for demanding computing tasks as its predecessors. Key features include maximum performance through next generation architecture by bringing new levels of CPUs and graphics performance, optimized power with the capability to watch a full Blu-ray or DVD movie on a single charge, extra connection ability through enhanced wireless PAN support and increased manageability and security through Intel® Remote PC Assist Technology, Intel® Anti-Theft Technology and Intel® Identity Protection Technology.

The MP57 adapts Intel® Core i7 and i5 processors and dual channel DDRIII memory. To provide best viewing quality, the MP57 can output high definition 1080P videos via HDMI (with HDCP) and supports dual display setting (DVI+HDMI). The 5.1 audio outputs will give you the most immersive hearing sensation. It also supports Intel® vPro™ technology which enables various features for corporate information management, including KVM Remote Control, AES-NI (enables new processor instructions to accelerate and protect encryption operations), Remote Encryption Management, Intel® Anti-Theft Technology, Intel® AMT, and Intel® Virtualization Technology. These rich functions allow IT to remotely manage systems and providing highly secure, centralized, and virtualized IT services in a company.

Additionally, support for Microsoft Windows Embedded Standard 7 capabilities and features include smart power management APIs for developers to help them to build applications that can improve CPU idle time and reduce power consumption.

“We are committed to helping our partners simplify development and create solutions with rich, connected user experiences for their customers through Windows Embedded Standard 7 and the other flexible Windows Embedded platforms and technologies,” said Ashwin Kulkarni, senior product manager for Windows Embedded at Microsoft Corp. “AOpen’s XC Mini MP57 demonstrates how we are working with partners to meet market needs with innovative solutions.”

Aimed at high performance office application, AOpen’s MP57 provides Intel® AMT, which improves managing and securing networked computing resources such as inventory assets and repair systems using out-of-band (OOB) management capabilities. Every single feature makes the MP57 the best selection for digital office today.

“As the digital signage market expands, the need for highly reliable and scalable media player solutions increases,” said Jose Avalos, director of digital signage at Intel. “Solutions such as AOpen’s standards-based MP57 continue to

effectively use technology such as Intel AMT to deliver energy efficient, remotely managed, high performance and high reliability devices, resulting in lower TCO and increased uptime.”

“This is exactly the type of strategic partnerships AOpen would like to demonstrate,” says Dale Tsai, President of AOpen America. “In working with both Intel and Microsoft, we identified valuable and key solutions that would meet the ever changing market demand and needs.”

The MP57 continues to maintain AOpen’s green initiatives through positioning itself as an eco-friendly desktop with outstanding energy-efficient performance, operational and standby power and is EPA 5.0 Certified. Made for high efficiency and driven performance, the MP57 brings excellent power and space saving benefits while dramatically boosting your work speed.



AOpen Computex Notice **AOpen Forum 2010 – Change of Date Notice**

We regret to inform you that AOpen Forum 2010 will now be held June 1st (changed from May 31st) due to exhibition site issues. We hope that you can still join us!

In this forum, AOpen has invited Intel, Microsoft and many successful companies to share their new business opportunities of the future. AOpen cordially invites you to attend our exclusive annual event!

AOpen Computex Taipei 2010 exhibition list

Place	Booth	Time
TWTC Nangang Exhibition Hall	M1331	June 1 st ~5 th
AOpen Neihu Headquarters Building	Digital signage center	June 1 st ~4 th
AOpen Forum	VIP Room	June 1 st 2:00~5:00pm

* AOpen offers free shuttles service between Nangang exhibition hall and AOpen Headquarters.

Please kindly reserve your time for visiting AOpen. This opportunity will allow you with in depth discussions and in viewing excellent opportunities for your business. We look forward to seeing you at the AOpen Forum and Computex Taipei 2010.



Synnex Red, White & You Event, May 18-20, 2010

AOpen America will be attending Synnex's 5th Annual Red, White & You event, May 18-20 at the Hyatt Regency Cypress in Orlando, Florida. We hope you'll visit our booth #15 to learn about the new and exciting solutions for the medical and gov/ed industry.

Channel Promotions

- warmTOUCH turnkey WT19P-TA– All-in-one energy efficient POS/Kiosk touchscreen solution with XP embedded OS, advance HeartTouch software and Intel Atom 300– Seeding program: \$100 off through 6/30/10 through [Ingram Micro](#).
- \$50 off Digital Signage S101N3 PM Code 300729; [Ingram Micro](#) SKU CT5233. Expires June 30, 2010
- \$50 off Digital Office O201N3 PM Code 300729; [Ingram Micro](#) SKU CT5234. Expires June 30, 2010
- \$100 off Turnkey warmTOUCH WT19P-TA PM Code 300711; [Ingram Micro](#) SKU CP0577. Expires June 30, 2010
- Intel bundle \$40 rebate – [Synnex](#) exclusive – Any Intel CPU bundle with AOpen barebone

Barebones:

91.ADE01.I510 DE45-HG
 91.DE201.I510 DEX4501-FL
 91.MB401.B0W0 MP45-DU
 91.MB401.B9W0 MP45-BDR
 91.MB401.B5W0/BAW0 MP45-D
 91.MB401.B6W0 MP45-DR

- Gov/Ed promotion through [Synnex](#) ends 5/31/10 – 2% off standard product

Products:

AOP-DEX4501-FL \$10 off
 DE45HA \$8.00 off
 AOP-DE45-HG \$7.00
 AOP-DE2700-WW (1GB) \$5.00
 AOP-DE2700(2GB) \$6.00
 AOP-MINIPC-MP45-DU \$6.00
 AOP-MP45-DR-SATA \$8.00
 AOP-MP45-BDR COMBO \$9.00
 AOP-MP45-D \$7.00
 AOP-GP7A-U \$5.00
 AOP-GP7A-HD \$6.00
 AOP-FS-WT19P-T-2G \$15.00
 AOP-WT-19-TA(Turnkey) \$17.00

Memorial Day Closing

AOpen America will be closed on Monday, May 31st for the Memorial Day holiday. We will reopen for normal business hours on June 1st.

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