



# Corporate Overview

ADLINK Technology provides a wide range of embedded computing products and services to the test & measurement, automation & process control, gaming, communications, medical, network security, and transportation industries. ADLINK products include PCI Express®-based data acquisition and I/O; vision and motion control; and AdvancedTCA, CompactPCI, and Computer-on-Modules (COMs) for industrial computing. ADLINK's acquisition of Ampro Computers, Inc. in 2008 further added Ampro's expertise in rugged and industrial products for defense, aerospace, and transportation markets to ADLINK's diversified product offering.

ADLINK strives to minimize the total cost of ownership (TCO) of its customers by providing customization and system integration services, maintaining low manufacturing costs, and extending the lifecycle of its products. ADLINK is a global company with headquarters and manufacturing in Taiwan; R&D and integration in Taiwan, China, and the US; and an extensive network of worldwide sales and support offices.

ADLINK is ISO-9001, ISO-14001, and TL9000 certified, is an Associate Member of the Intel® Embedded and Communications Alliance, an Executive Member of PICMG, and a Sponsor Member of the PXI Systems Alliance. ADLINK is a publicly traded company listed on the TAIEX Taiwan Stock Exchange (stock code: 6166).

## Corporate Mission

**Advance Technologies; Automate the World.**

ADLINK endeavors to advance the technologies in the fields of test & measurement, applied computing and automation. We strive to provide superior quality and cost effective solutions for our partners around the world.

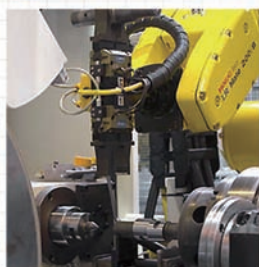
## Corporate Vision

To maintain our position as a world-class provider of Industrial Building Blocks (IBB) and Industrial Application Platforms (IAP) for embedded computing, measurement, and automation applications.

## Global Presence

Headquartered in Taiwan, ADLINK has operations in America, China, Japan, Korea, Singapore, India, France, and Germany. ADLINK products are currently available in over 40 countries across 5 continents with worldwide distribution networks and offices and over 700 employees. ADLINK is proud to be associated with many major technology leaders and Fortune 500 companies. With design and technology centers in the US and the Pacific Rim regions, ADLINK is becoming a technology-leading platform provider in the applied computing industry.





## Scope of Business

Since our inception in 1995, we have acquired extensive knowledge and experience in the computer-based industrial applications field, enabling us to provide state-of-the-art computing products backed by professional consulting and OEM services for our customers. Our philosophy is to continuously provide our customers with the best products and technical support for a One-Stop service.

## Measurement & Automation

The mission of ADLINK's measurement and automation product segment (MAPS) is to provide the best performance-cost ratio and highest quality products for industrial I/O control, motion control, digital imaging, data acquisition, and modular instrument applications.

With our customers' requirements in mind, ADLINK continues to develop new PCI Express® cards for high bandwidth applications, PXI controllers with latest CPUs and chipsets, higher speed DIO cards and greater resolution digitizers, and the most advanced motion controllers. Our products support multiple operating systems and include comprehensive and easy-to-use software packages and services.

ADLINK's MAPS is committed to be your reliable partner by providing complete customer solutions for machine automation systems, machine vision systems, automated testing equipment, and measurement equipment.

- PXI & Modular Instruments
- GPIB and Bus Expansion
- DAQ (Data Acquisitions) Cards
- DAQ Software and Utilities
- Motion Control Cards
- Distributed I/O Modules
- Programmable Automation Controllers
- Communication Cards
- Digital Frame Grabbers
- Compact Vision Platforms

## Embedded Computing

ADLINK is working closely with Intel® to ensure that we develop and introduce innovative computing technologies by implementing their embedded computing roadmaps and selecting computer solutions that best fit our target markets. This enables ADLINK to provide the highest quality and performance products with the long life cycles required by embedded and applied computing markets. Our range of products include:

- AdvancedTCA® Blades and Platforms
- Ampro Extreme® Rugged Products
- 6U CompactPCI® Platforms and Boards
- 3U CompactPCI® Platforms and Boards
- Computers-On-Modules
- Industrial Motherboards
- Full-size/Half-size SBCs
- Industrial Chassis and Sub-systems



\*LabVIEW™ is a trademark of National Instruments Inc.

\*All products and company names mentioned are used for identification purposes only and may be trade names, trademarks, and/or registered trademarks of their respective companies.

## Milestones



2008	<ul style="list-style-type: none"> <li>▶ Opened sales office in France</li> <li>▶ Completed acquisition of Ampro Computers, Inc.</li> </ul>
2007	<ul style="list-style-type: none"> <li>▶ Establishment of ADLINK Japan Corporation</li> <li>▶ Lined up with major companies in embedded computing to form a PICMG COM Express Subcommittee</li> </ul>
2006	<ul style="list-style-type: none"> <li>▶ Teamed up with Toshiba Teli Corporation to provide vision platform solutions</li> <li>▶ Establishment of ADLINK South Korea office</li> <li>▶ Teamed up with Kontron to deliver new microETXexpress form factor</li> </ul>
2005	<ul style="list-style-type: none"> <li>▶ Establishment of ADLINK Germany and India offices</li> <li>▶ Joined the LXI Consortium as an Advisory Member</li> <li>▶ Upgraded to Sponsor Member of PXI System Alliance</li> </ul>
2004	<ul style="list-style-type: none"> <li>▶ Listed on the TAIEX (Taiwan Stock Exchange), previously OTC listed</li> <li>▶ DAQStreaming wins 2004 National Award of Excellence</li> <li>▶ Honored by Intel® with the "Best Customer Award"</li> </ul>
2003	<ul style="list-style-type: none"> <li>▶ TL9000 certification</li> <li>▶ NuPRO-900A won "Best Choice of Computex" award</li> <li>▶ Joined Intel® Communications Alliance (ICA) as Associate Member</li> <li>▶ Ranked the 47th of "100 Potentials" by Taiwan's Common Wealth magazine</li> <li>▶ Ranked the 88th of "100 Potentials Among IPO Companies 2002" by Taiwan's Business Weekly magazine</li> <li>▶ cPCIS-3300BLS &amp; cPCI-6860 won the 11th Taiwan Symbol of Excellence Award</li> </ul>
2002	<ul style="list-style-type: none"> <li>▶ The world's first dual low voltage Intel® Xeon™-based 6U CompactPCI SBC with PICMG 2.16 Gigabit Ethernet cPCI-6860</li> <li>▶ Named current chairman of PICMG 3.0 (AdvancedTCA), Mr. Jeff Munch, as Chief Technology Officer (CTO)</li> <li>▶ Ranked the 69th of "100 Potentials" by Taiwan's Common Wealth Magazine</li> <li>▶ ISO-9001 certification at ADLINK Shenzhen</li> <li>▶ IPO in Taiwan</li> <li>▶ Global alliance with Sun Microsystems</li> <li>▶ cPCI-6780, winner of Communications Solutions Product of the Year 2001</li> </ul>
2001	<ul style="list-style-type: none"> <li>▶ Strategic alliance with Motorola Computing Group (MCG)</li> <li>▶ Establishment of ADLINK Shenzhen</li> <li>▶ Successful implementation of the 6 Sigma system</li> <li>▶ Release of the fastest computing power and smallest size 3U CompactPCI module</li> </ul>
2000	<ul style="list-style-type: none"> <li>▶ Leader of Taiwan's industrial technology with all PCI-Bus DAQ Cards support Win 2000 and Linux</li> <li>▶ Release of object-oriented components: S/W, DAQBench</li> <li>▶ cPCI-2000, 3U CompactPCI system, winner of the 8th Symbol of Excellence Award</li> </ul>
1999	<ul style="list-style-type: none"> <li>▶ Headquarters became ISO-14001 certified</li> <li>▶ Establishment of ADLINK Shangdong and Zhinan branch offices</li> <li>▶ Headquarters became ISO-9001 certified</li> <li>▶ Establishment of ADLINK Beijing and ADLINK Singapore subsidiaries</li> </ul>
1998	<ul style="list-style-type: none"> <li>▶ Established CompactPCI R&amp;D center</li> <li>▶ PCI-7300A, the fastest 80MB/s DIO card in the world</li> </ul>
1997	<ul style="list-style-type: none"> <li>▶ Headquarters became ISO-9002 certified</li> <li>▶ The first in Taiwan to offer 32-bit drivers for Microsoft® Windows® 95 and NT</li> <li>▶ PCI-9812, ultra-fast 4-CH simultaneous data acquisition card</li> </ul>
1996	<ul style="list-style-type: none"> <li>▶ PCI-9112, the first PCI-based data acquisition card in Asia</li> </ul>
1995	<ul style="list-style-type: none"> <li>▶ Founded in Taipei, Taiwan</li> </ul>

## Environmental Protection Policy

ADLINK implemented a Green Product Policy in May 2004 to align the purchasing and use of green products meeting requirements from international environment protection statutes. Environmental protection is a top priority for the management at ADLINK. Measures have been taken to ensure that our products have little impact on the environment. In addition to planning a leadless process, the affect on the environment of components and raw materials will also be reduced. ADLINK is very active in implementing this policy, and is working hard to encourage suppliers to support these changes. Only components and raw materials that meet environmental protection principles will be purchased to ensure that the parts we use will not contain environmentally hazardous substances. The Green Product concept has been built into our new product development system to ensure protection of the environment and continued business success.



## OEM/ODM Capability

To fulfill your requirement of high quality, cost-effective products, with quick time to market in product development, ADLINK has established and assembled an OEM/ODM team to cater to the specific demands that off-the-shelf products could not meet.

From embedded computers, data acquisition cards, and CompactPCI systems to related software packages, our OEM/ODM design team has the expertise to rapidly prototype upon the approval of finalized specifications. In addition, the winning of ISO-9001 certification ensures the exactitude of our research and development procedures with the highest product quality. For complete customer satisfaction, we also provide an extended product service and warranty program.



## 6-Sigma Quality Management

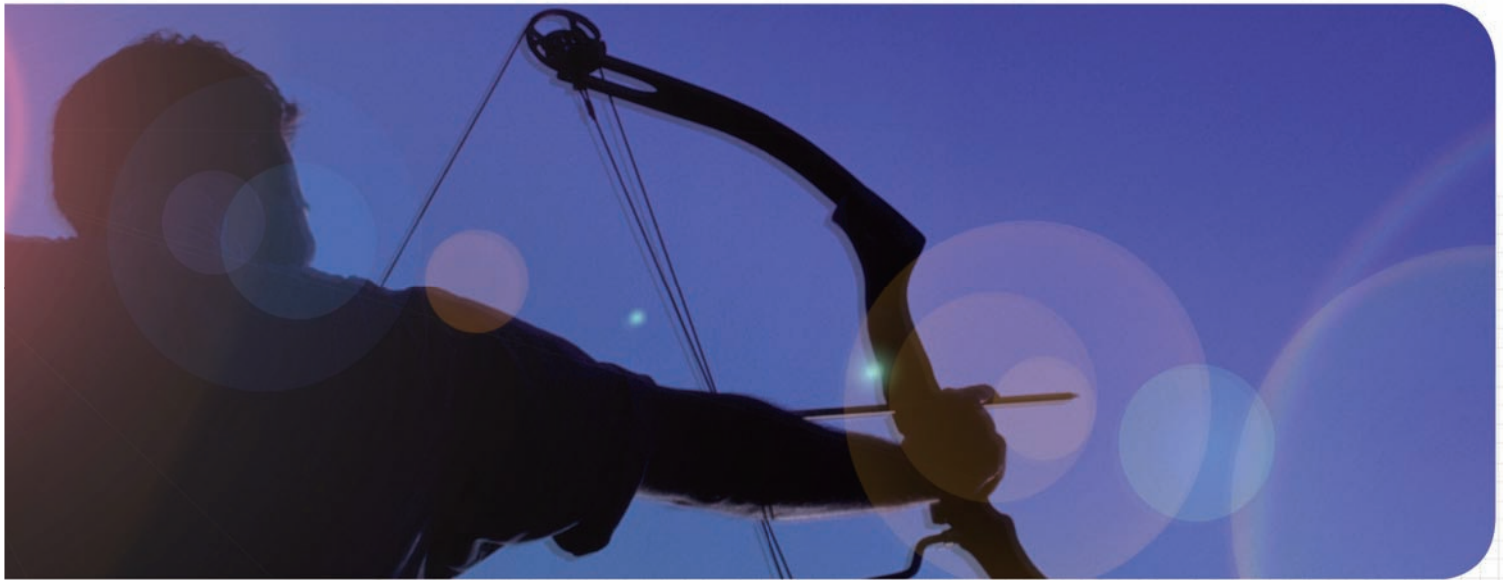
6-Sigma provides a set of statistics and methods for improving everything a company does, from designing and manufacturing to service. By applying the rigorous 6 Sigma practices, we've been approved by industry-leading partners, and achieved breakthroughs in quality performance to deliver better services to our customers.



## Manufacturing

ADLINK owns and operates the manufacturing facilities in our Asia headquarters. Complete capabilities include our own PCB layout teams, SMT lines, system integration, and test capabilities. In short, ADLINK controls the whole manufacturing process, from layout and design to prototyping and volume production. In addition, we have qualified other manufacturing facilities with similar quality





## Efficient Management System

At ADLINK, we are continuously striving for process improvements. Our goal is to offer our partners the best quality products at the best price to performance ratio, along with the superior service synonymous with the ADLINK name. We aim at being a long-term strategic business solution with our partners. To further ADLINK's continuous process improvement, we have utilized an enhanced ERP (Enterprise Resource Planning) system to provide direct and immediate online information to the factory and production management. This system has fine-tuned our delivery processes, from manufacturing to the final shipping stage.

## Product Life

At ADLINK, we understand the importance of long product life cycles in the embedded market. Every effort is made to select component manufacturers with predictable component life cycles. We work closely with our key component suppliers to obtain early notifications for end-of-life decisions and we require product life statements for critical components.

## Repair and Maintenance

ADLINK insists that product returns/repairs are a fast and convenient experience for our partners, irrespective of time of purchase. All RMAs will be processed with top priority.

Our Worldwide Field Application Teams provide responses within 24 hours to Technical Support and customers can view their product repair status through online RMA tracking.



www.adlinktech.com



## Customer Service

### Training

As a company involved in the high-tech industry, training is one of the most important factors for success. ADLINK conducts seminars and training courses regularly on related knowledge and domain expertise in order to assist and elevate the business performance of our partners. Such training sessions are necessary to provide basic technical competency and are vital in successful project implementations when using ADLINK products.

### eNewsletter

One of our customer service initiatives is the introduction of ADLINK eNews to our partners—a monthly email newsletter introducing industry trends, technology information, product introduction and updates, and company status, etc. We feel that the sharing of information and open communication are key in fostering a closer business relationship with our partners.

### Online Services

Our e-services provide the assistance customers need wherever they are. The services are made available 24 hours daily from Internet, including:

#### ■ eRMA

ADLINK customers can send their RMA requests via our eRMA system. After obtaining a RMA number, you can track RMA status online at any time.

#### ■ Customer Feedback System

The Customer Feedback System (CFS) is developed to better facilitate efficient communication for customers with questions, concerns, or issues. The ADLINK CFS is available 24/7 online and is staffed by dedicated professionals who are readily available to address customers' needs and answers questions. All issues and comments are recorded into a database and can be tracked/reviewed at anytime. ADLINK customers are invited to access the system through the Internet: <http://web.adlinktech.com/cfs/>.

#### ■ Partner Center

The ADLINK Partner Center is specifically designed for worldwide sales and marketing support to allow our global sales representatives and distributors access to real-time product and marketing information and materials as they are released internally at ADLINK headquarters. More than a resource database, the ADLINK Partner Center will also facilitate your business in serving customers.

