



NEWS RELEASE

Adeneo and Direct Insight announce their collaboration for the UK market

Direct Insight becomes an official VAR of Adeneo BSPs for Windows Embedded CE and representative of Adeneo services in UK and Ireland

Ecully, FRANCE and Oxfordshire, UK, December 8th, 2008 -- Adeneo, a Microsoft[®] Windows Embedded Gold Partner with facilities in Europe and in the USA, and Direct Insight, a Microsoft[®] Windows Embedded Gold Partner based in the UK, announced today a collaboration designed to assist OEMs from United Kingdom and Ireland to achieve the best time to market for their Windows Embedded CE designs.

Adeneo has more than 550 engineers with a complete system expertise, both on hardware and software design. Adeneo delivers reference Board Support Packages (BSPs) for various Silicon Vendor solutions and provides Support and System Integration services to help OEMs during the whole development cycle of their Windows Embedded CE based design.

Direct Insight provides products and services designed to aid adoption of Windows Embedded CE across a wide range of markets including automotive, medical, industrial automation, military, handheld devices and kiosks. Direct Insight's services include reference kits, BSPs, production-ready modules and training. It is a leading source of local expertise in the application of Windows Embedded CE operating systems.

Thanks to the agreement between Adeneo and Direct Insight, OEMs from United Kingdom and Ireland now have a local point of contact for the purchase of Adeneo BSPs, as well as added value services provided by Direct Insight including consulting, training and support. Direct Insight will also be able to bring to its customers Adeneo expertise in system integration, BSP customization, drivers and

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application development in relation to the wide range of microcontroller families supported by Adeneo BSPs.

“Adeneo and Direct Insight’s business models are fully complementary. Being both Microsoft Windows Embedded Gold partners, we bring together a high level of expertise covering the complete design lifecycle for OEMs.” says Yannick Chammings, General Manager of Adeneo Embedded activity.

“Direct Insight’s business model, combining distribution of tools for embedded markets with training and consulting services, is a great addition to Adeneo Reference BSPs solutions and System Integration services to bring end-to-end local support to UK and Irish customers.”

“Adeneo’s production-ready vendor-sanctioned BSPs and associated services allow us to bring our strategy to provide platform-based development solutions for Windows Embedded to several new families of microcontrollers,” commented David Pashley, Direct Insight’s Managing Director. “Working together, we can provide OEMs with the support, tools, training and services required to fulfill their time-to-market objectives,” he added.

Manoj Rami, Senior Marketing Manager, Microsoft Windows Embedded Business Group, added: “Microsoft is committed to enabling companies to bring connected embedded devices to market quicker. It is exciting to see our partners collaborating to develop fully-integrated and optimised solutions to customers across the UK and Ireland.”

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About Adeneo

Adeneo is a leading design center in complete hardware and software custom design with consulting, engineering, equipment and manufacturing capabilities. Adeneo offers a complete line of systems integration services in hardware and software engineering on ARM and x86 core based embedded technologies in various ecosystems including but not limited to; Industrial, Medical, Aeronautics, Enterprise, Military, Mobile and Consumer markets. With a strong emphasis on embedded and/or real-time development technologies and with 10 years of experience in Windows Embedded solutions to include Windows Embedded CE, Windows Mobile and .NET Micro Framework, and thanks to its relationships with industry leading Silicon Vendors and Microsoft, Adeneo is the key industry partner for complete hardware and software designs targeting rich-featured high end products. Its facilities located around the globe in Europe, Asia, and North America brings strong local support to its customers on a worldwide aspect. Adeneo was named "Systems integrator of the year" by Microsoft in 2007 and "Training Partner of the year" in 2008. www.adeneo-embedded.com

About Direct Insight

Direct Insight supplies embedded development platforms encompassing reference kits, production ready modules, embedded development tools, training and services. Since 1992, we have helped thousands of developers who rely on our expertise, support and product solutions to get to market. A Microsoft Embedded Gold Partner and Registered Training Provider, Direct Insight is a leading source of expertise in the application of Windows Embedded operating systems. Direct Insight is based in rural Oxfordshire, England. www.directinsight.co.uk

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Information:

For more information about Adeneo's competences, products and services around Windows Embedded CE, visit Adeneo dedicated Web site at <http://www.adeneo-embedded.com> or contact the Adeneo Windows Embedded group: sales@adeneo-embedded.com

For a local contact in Europe, please contact asenhaji@adeneo.eu

For a local contact in America, please contact wlubow@adeneocorp.com

For more information on Direct Insight's products and services, please visit www.directinsight.co.uk, email info@directinsight.co.uk, or call +44 1295 768800

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