Advantech Expands Technology Line-Up

Advantech, an embedded platform and integration services provider, has announced three new digital signage players into its expanding product offering. ARK-DS303 is a cost-effective platform powered by the Intel® Atom™ processor N270, and positioned at the value segment market with affordable pricing. ARK-DS350 is a high-end model powered by the AMD 780 chipset with integrated graphic engine for graphic-centric applications, and the ARK-DS302 is an ultra compact, all-in-one Windows XPE ready network appliance and control box powered by the Intel Atom processor Z530 that gives it the power for full HD decoding. Advantech aims to target these three products at digital signage/digital out-of-home advertising networks.

Advantech's products are said by the company to deliver a lower "total cost of ownership" for ensuring 24x7 operation, robust product design, longevity support and 2 years warranty. They also aim to provide engineering and customisation support for versatile digital signage applications; with the comprehensive logistics support from one four logistics hubs.

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