



**PRESS RELEASE
FEBRUARY 2011**

Advanced Micro Peripherals announces new Canadian distribution channel with Integrys Ltd

Cambridge, England and New York, NY – February, 2011.

Embedded video specialist Advanced Micro Peripherals is pleased to announce further expansion of its distribution network with the appointment of Integrys Ltd as distributor for Canada. With the continued expansion of the Advanced Micro product range, the company is pleased to be partnering with the leading Canadian distributor of embedded boards and systems solutions. Integrys offers broad geographical support and extensive access to the Canadian defense, aerospace and industrial markets helping Advanced Micro support existing customers and develop new long term business.

Advanced Micro provides standard 'embedded video' products, custom design services and technical support from its headquarters near Cambridge, England.

There is a growing worldwide demand for video control and monitoring solutions, from fixed location video surveillance to autonomous equipment such as UAV's, UGV's and ROV machinery. Advanced Micro's specialized board level products and ruggedized video streamer / DVR platforms are ideally suited for the demands of OEM equipment manufacturers, offering first class technical support combined with long term supply.

"Advanced Micro has achieved a significant level of business in the United States in recent years and, our new partnership with Integrys will help continue this growth into the Canadian markets", said Lee Foss, Technical Director at Advanced Micro Peripherals.

"We are very pleased to add Advanced Micro to our portfolio of products, it provides us a great product that adds to our solutions as we continue to see growth in video, surveillance and imaging applications." said Brian Flippance, President of Integrys.



**Advanced Micro
Peripherals**

THE EMBEDDED VIDEO EXPERTS



INTEGRYS

Connecting Technology & Innovation

About Advanced Micro Peripherals (www.ampltd.com)

Advanced Micro Peripherals is a leading manufacturer of embedded video solutions - offering the latest MPEG-4 / H.264 codecs and video overlay / annotation technologies on a wide range of embedded board form factors including PC/104-Plus, CompactPCI, PCI and miniPCI modules. Founded in 1993, AMP is focused on rugged, long-life embedded board products and supporting software development kits for video capture, annotation, display and recording. From its design centre near Cambridge (UK), AMP also offers Design Services to meet the needs of specialized customer requirements.

About Integrlys (www.integrlys.com)

For more than 50 years, Integrlys has been the industry leader in selecting and evaluating new embedded, high availability computer and imaging technology for demanding markets and applications. Integrlys has specialized in connecting technology with innovation. This means we manage relationships with a select group of respected manufacturers, and maintain an in-house engineering and design team skilled in system integration and custom engineering. By focusing exclusively on embedded computing and imaging technology, we have cross-sector insight to the latest proven 'leap-frog' technologies.

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