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Advanced Micro Peripherals announces new Italian distribution channel with Sistemi Avanzati Elettronici

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

Embedded video specialist Advanced Micro Peripherals is pleased to announce the appointment of Sistemi Avanzati Elettronici srl (SISAV) as its new distributor for Italy. Advanced Micro was keen to work with a local company who has a deep understanding of the Italian embedded market and access to a strong base of high quality defense and industrial equipment manufacturers.

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

SISAV is located near Milan close to the regional centre of industrial and defense equipment producers and is a leading distributor of boards, development equipment and complete solutions from many of the leading vendors of embedded systems products.

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 continues to explore strong routes to market in order to achieve its planned growth in 2011", said Lee Foss, Technical Director at Advanced Micro Peripherals. "Our objective is to get closer to our Italian customer base by using a well established local field sales team."

“Sistemi Avanzati Elettronici is committed to continue its expansion and rapid growth in the embedded market and products by Advanced Micro Peripherals will help achieve this goal” said Mario Di Dio Busa, General Manager at SISAV. “Our objective is supply our Italian customers with high quality, reliable, long life products - a key strength of Advanced Micro’s product range.”



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 Sistemi Avanzati Elettronici (www.sisav.it & www.sisav-rugged.it)

SISAV, founded in 1998, is a very fast growing company in the embedded products market offering their customers a high level of technical support to solve complex application problems and help find the best technical and, cost effective solution. SISAV supplies high end equipment and solutions in data acquisition & control, embedded systems, industrial applications and the field of communications.

Marketing contact for Advanced Micro Peripherals:

Jimmy Pai jpai@ampltd.com

Sales & Marketing Manager

Advanced Micro Peripherals.

Marketing contact for Sistemi Avanzati Elettronici:

Cristiano Bertinotti c.bertinotti@sisav.it

Product Manager

Sistemi Avanzati Elettronici.