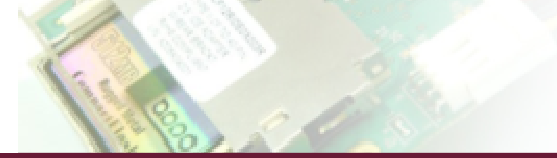


Press Presentation



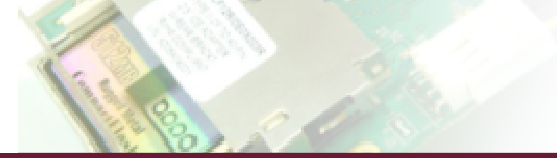
Hall 9, Stand 326





Corporate background

- Founded in April 2004.
- 30+ employees.
- Headquartered Taipei County, Taiwan.
- Taiwan's leading manufacturer of NAND Flash storage products for broad range of embedded industrial/military applications:
 - Embedded computing.
 - Industrial automation.
 - Medical equipment.
 - Military & aerospace systems.
 - Telecommunications and networking systems.
- Extensive R&D investment resulting in:
 - Technology innovation.
 - Manufacturing excellence.
 - Rapid response custom solutions capability.
- Focus on delivering optimal quality, high performance, rugged and reliable solutions.

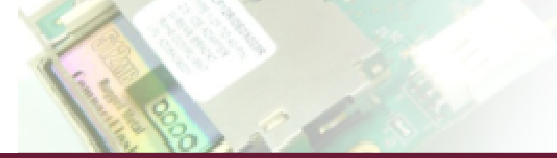


European expansion

“Building a strong presence and quality image in Europe is an important part of our ongoing business development strategy”

Tanja Hsu, CEO of APRO Co., Ltd.

- Currently executing strategy for expanding and strengthening European presence.
- Success in Europe depends on several factors:
 - Important to understand and cater for the idiosyncrasies of the European market.
 - Knowledgeable local presence facilitates partnership with European customers.
 - Ability to differentiate a value proposition through immediacy of service.
 - Ability, where necessary, to quickly tailor products to meet customers’ specific requirements.
- Accelerated growth strategy through collaboration with European Flash memory specialists - ProSaleTech and Phoenix Systems Engineering & Technologies (PST).



Why ProSaleTech & PST?

“Our decision to team up with them is based on their demonstrable track record with other large, pioneering Flash solutions manufacturers going back over 15 years.”

Tanja Hsu, CEO of APRO Co., Ltd.

- ProSaleTech: Extensive experience in pan-European sales, business development and channel management within the SSD market.
- PST: Associated pan-European logistics and technical support capabilities.
- ProSaleTech/PST can:
 - Short-circuit the European learning process.
 - by leveraging their pan-European market knowledge and channel connections.
- APRO can focus on:
 - Core expertise in the design and manufacture
 - Provide fast-track technology customisation capability designed to meet requirements of individual European customers.

BON Series Serial ATA II SSDs

- Highest capacity SLC NAND Flash SSD at 256 GBytes.
- Highest capacity MLC NAND Flash SSD at 512 GBytes.
- Supports Fast Erase and Secure Erase (h/w & s/w triggered).
- Dual control RAID-0 deign = high performance:
 - 240 MBytes/sec read.
 - 190 MBytes/sec write.
- Extended operational temperature range of -40°C to +85°C.
- Ruggedised 2.5" form factor.
- Industrial, mil/aero & transportation applications.



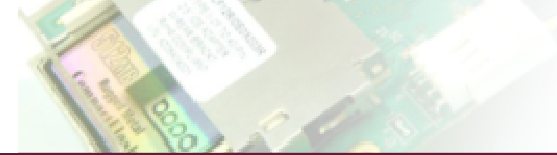
- MIL-STD-810F environmental compliance.

BON Series Parallel ATA SSDs

- 8-128 GBytes capacity.
- SLC NAND Flash technology.
- Supports Fast Erase (h/w & s/w triggered).
- Secure Erase as custom option.
- Supports both PIO-4 and UDMA-6 transfer modes.
- High performance:
 - 105 MBytes/sec read.
 - 100 MBytes/sec write.
- IDE and ATA/ATAPI-7 legacy compatibility.
- Extended operational temperature range of -40°C to +85°C.



- Ruggedised 2.5" form factor.



“Unlike the consumer Flash storage market, the requirement for industrial applications is very different. Standard products will not necessarily suffice.”

“The BON Series SSDs are ideally suited to the growing number of high capacity, high performance data storage applications emerging in the European industrial, mil/aerospace and transportation markets.”

Erez Lev

Managing Director of ProSaleTech, APRO's channel management partner in Europe

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