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## **PRESS RELEASE** MSC\_Embedded\_Computer\_06/2010\_E

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### **MSC Vertriebs GmbH joins FeaturePak Initiative**

Stutensee, Germany – MSC Vertriebs GmbH has become a member of the FeaturePak™ Initiative unveiled March 1, 2010 which supports a new flexible embedded I/O expansion standard. The FeaturePak™ specification defines tiny, application-specific I/O modules with a size of 65 x 43 mm that snap into low-cost, low-profile sockets on computer-on-module (COM) baseboards. With the I/O modules, customers are able to add additional functions to COM baseboards without adding height to the system. The compactness of the FeaturePak™ modules is specially important in combination with Qseven™ modules in 70 x 70 mm format.

Like the power-saving Qseven™ COMs, FeaturePak™ I/O modules interface to the baseboard via a single low-cost 230-pin MXM connector. The FeaturePak™ host interface consists of PCI Express™, USB, I2C and several interface signals, which map directly to the Qseven™ MXM connector interface. Furthermore FeaturePak™ modules offer up to 100 application I/Os per module. The host interface is compatible to Intel® and RISC based embedded systems.

Bernhard Andretzky, Product Marketing Manager, Embedded Computer Technology, MSC Vertriebs GmbH, said: „The FeaturePak™ I/O expansion modules will accelerate the design of application-optimized baseboards for our innovative Qseven™ and COM Express™ modules.“

The FeaturePak™ Initiative is supported by the originator Diamond Systems Corp., Connect Tech, Cogent Computer Systems, congatec, Hectronic, IXXAT Automation, Douglas Electronics, Arbor Technology and VIA Technologies.

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## **MSC Vertriebs GmbH**

*MSC Vertriebs GmbH is a European-wide service company in the field of electronic components, board-level products, and customer specific development of industrial hardware. Founded in 1982, the MSC Vertriebs GmbH operates today as a pan-European distributor and manufacturer in a consolidated company with over 1600 employees.*

*Products requiring intensive technical support, such as COM Express™, ETX® components, EXM 32, Qseven™ and microcontrollers & tools, programmable logic & tools, ASICs, industrial motherboards, power and linear products, displays, optoelectronics, as well as memory modules are our specialty and make MSC one of the leading companies for high-tech solutions.*

*MSC distinguishes itself distinctly from its competitors with its competent applications and development engineers, as well as its design capacity for hardware, ASICs, and BIOS. The regional location to its suppliers and the consistent approach toward new technologies guarantee a high level of competency for its customers.*

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