APC

a bicycle for your mind

For Immediate Release

VIA Initiates APC: The $49 Android PC

Taipei, Taiwan, 22nd May, 2012 - VIA Technologies, Inc, a leading innovator of power efficient computing platforms, today unveiled the $49 APC Android PC system.

Powered by a WonderMedia ARM processor, APC integrates memory, storage, and a full set of consumer I/O features in a small footprint Neo-ITX motherboard that can be connected to a TV or monitor. The system also features a custom build of Android that has been optimized for keyboard and mouse input, and comes with a browser and a selection of preinstalled apps.

"APC brings the familiarity and convenience of Android to the PC at a US$49 price point that will open up exciting new markets and applications," said Richard Brown, VP of Marketing, VIA Technologies, Inc. "Like a bicycle for your mind, APC will enable more people than ever before to explore the vast online universe."

APC is based on the new Neo-ITX form factor measuring just 17cm x 8.5cm and can be housed in any standard Mini-ITX or microATX chassis, providing enthusiasts with unrivaled flexibility to create new mods and DIY projects as well as ensuring rapid time to market for system integrators and OEMs utilizing the platform.

APC consumes only 4 watts when operating at idle power and 13.5 watts at maximum load. This is ten times less than a standard PC system and ensures significant power savings in large scale deployments.

APC Features
APC combines an optimized version of Android with a rich hardware package to deliver the best of the internet to users. With the inclusion of hardware acceleration for the most demanding video formats, the APC delivers stunning HD quality multimedia, either streamed from sites such as YouTube or stored locally and delivers a great gaming experience on a large screen monitor or TV.

Key Features:
- Optimized Android OS
- HD TV support
- Hardware acceleration of the most demanding video formats
- VGA and HMDI display ports
- Four USB 2.0 ports
- One microSD slot
- One 10/100 Ethernet port
- Audio-out/ Mic-in
- VIA WonderMedia ARM 11 SoC

- 2GB NAND Flash
- 512 DDR3 SDRAM
- 15W power adaptor

Information Links
For more information about APC please visit: www.apc.io

For images related to this press release, please visit:
http://www.viagallery.com/Products/apc.aspx

To watch a short introductory video about APC, please visit: http://youtu.be/EAGxRqJZHE8

Pricing and Availability
Priced at just US$49, APC will be ship in July 2012. For more details, please visit www.apc.io.

About APC
APC was born from our love of computers and our realization that the PC needs a fundamental redesign. The redesign that we offer is a computer that is more accessible, and more valuable, because you're not paying for functions that you don't need and won't be using. With its small form factor, low power consumption, and customized version of the world's most popular smart phone operating system, we've designed APC to be a bicycle for your mind, enabling ever more people to access to the Internet and opening up exciting opportunities for innovation on the platform. www.apc.io

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