

Press Release

APC

a bicycle for your mind

For Immediate Release

VIA Announces APC Rock and Paper – the Cardboard Computer

Taipei, Taiwan, 17 January, 2013 - VIA Technologies, Inc., today announced APC Rock and Paper.



APC Paper

Rock is a complete redesign of the original APC. With a faster processor, more memory, and best of all – lots of expandability – Rock is the perfect system for all those prototyping projects waiting for the New Year. APC Paper, with its unique recycled cardboard case, is a \$99 computer for people wanting to connect to the Internet without the need for specific Windows applications.

Both Rock and Paper run a custom Android system built for keyboard and mouse input. Also included are a full set of consumer I/O ports and an extensive set of on-board pin headers for expansion, enabling APC to connect to your PC monitor or TV.

Documentation, bootloader, and kernel source codes are available for download now at <http://apc.io/library>.

Main features of APC

- Optimized Android OS (4.0)
- VIA WonderMedia ARM Cortex-A9 @800Mhz
- 4GB NAND Flash
- 512 DDR3 SDRAM
- Hardware accelerated 2D/3D graphics and video
- HDMI and VGA*
- 1080p output

- USB 2.0 (x2) and microUSB (OTG)
- microSD slot
- 10/100 Ethernet
- Audio out / Mic in combo
- 20-pin ARM-JTAG header
- Extra GPIO, SPI and I2C busses on a header

** Rock has a VGA port but Paper does not.*

For images of APC Rock, please visit:

<http://www.viagallery.com/Products/apc-rock.aspx>

For images of APC Paper, please visit:

<http://www.viagallery.com/Products/apc-paper.aspx>

Pricing & Availability

Priced at US\$79 APC Rock is currently available for order through the apc.io site. APC Paper is expected to begin shipping in March of 2013 at a price of US\$99. For more details, please visit 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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