

# APC

a bicycle for your mind

## **For Immediate Release**

### **APC Paper Claims Design and Innovation Award at Computex 2013**

*APC Paper breaks the mold of traditional PC design using new materials and a distinctive new form factor*

Taipei, Taiwan, 1 June, 2013 – today announced that APC Paper received a coveted Computex 2013 d&i (design and innovation) award presented by the Taiwan External Trade Council (TAITRA) in cooperation with the International Forum Design Hannover (iF), during a ceremony today.

APC Paper was awarded this prestigious honor for its groundbreaking use of new types of materials and form factor which pushes the boundaries of PC design in new directions. With special attention to an organic design, the cardboard encased APC Paper blends seamlessly into any home or office environment.

“We are delighted to have received this prestigious award,” said Richard Brown, VP of International Marketing, VIA Technologies, Inc. “This validates our vision of breaking the mold of traditional PC design using more environmentally-friendly materials and distinctive new form factors.”

#### **APC Paper**

APC Paper, with its unique recycled cardboard case, is based on the Neo-ITX form factor which measures 17cm x 8cm. APC paper 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 4.0 that has been optimized for keyboard and mouse input, and comes with a browser and a selection of preinstalled apps. APC Paper will be available early in Q3.

For more information about APC please visit: [apc.io](http://apc.io)

For images related to this release, please visit: <http://www.viagallery.com/Products/apc-paper.aspx>

#### **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. [apc.io](http://apc.io)

Press Release

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