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Cranberry Launches Green Alternative to Office Computer

UK technology company Cranberry has developed a powerful, energy-efficient computing device that offers businesses a greener alternative to the conventional desktop PC.

Cranberry's SC20 Smart Client computing device is no bigger than a paperback book and can perform all the business functions of a bulky PC - including internet browsing - but uses a fraction of the electricity.

Because the SC20 features an ultra-efficient microprocessor, it consumes just ten per cent of the power of a standard PC and offers total freedom from viruses and spyware. It has all the easy management and security features of a thin client computer but can also run applications locally and virtually, just like a conventional PC.

Cranberry CEO Simon Ponsford said: "The SC20 Smart Client has all the benefits of thin client technology – such as better security and lower management and running costs – but offers the power and flexibility of a conventional PC.

"It enables users to run applications wherever they like – remotely, locally or even virtually – and companies can control staff access to applications, data and USB devices. Because the system does not require installation and is provisioned automatically, it is easy to deploy.

"The real beauty of the SC20, however, is that it uses far less power than a standard computer and produces less heat, which means businesses also save on their air conditioning costs. The SC20 offers a genuinely viable and greener alternative to the vulnerable and power-hungry office PC."

The Cranberry SC20 Smart Client will be officially launched at the prestigious CDG Experience exhibition in Maarsse, The Netherlands, which runs from September 18 to 19.

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About Cranberry

Cranberry is a fast-growing technology company based in the world heritage city of Bath, in the UK, with offices in The Netherlands. The company specialises in building hardware and software solutions for server-based computing and application virtualisation markets. Cranberry's latest innovation, the SC20 Smart Client, is a small, energy-efficient computing device with all the power and peripheral support of a PC. The SC20 is based upon the AMD Geode chipset which requires just a fraction of the electricity of a conventional PC. It also offers greater levels of security. The SC20 runs a Microsoft Windows XP Embedded operating system and new software components can be added easily at any time. To the user the screen appears exactly as it does on a conventional PC but all software and data is stored securely elsewhere. For more information about Cranberry and the SC20 visit <http://www.thesmartclient.com>

Note for editors:

- High definition pictures of the Smart Client can be downloaded from www.thesmartclient.com/press
- Further details regarding the energy comparisons of the Smart Client and research references outlined in this press release can be seen at www.thesmartclient.com/press

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