



UK PRESS RELEASE
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Cranberry launches Smart Client device into the UK market

First-of-its-kind, energy-efficient computing device designed to support thin, fat and virtual computing environments

UK technology company Cranberry, today announced the UK launch of its SC20 Smart Client, a powerful computing device that is the first to combine the benefits of thin client technology - better security, lower management and running costs – with the power and peripheral support of a conventional PC. This highly energy-efficient computing device is targeted at the growing number of companies deploying thin, fat and virtual client application models.

Cranberry's SC20 Smart Client computing device is no bigger than a paperback book and has been developed as a fusion of thin and fat client technologies. It can perform the business functions of a fat PC - including Internet browsing - but has all the easy management and security features (including freedom from viruses and spyware) of a thin client device. Due to its ultra-efficient microprocessor, based on the AMD Geode chipset, the SC20 Smart Client consumes just ten per cent of the power of a standard PC and, using Microsoft Windows® XP Embedded operating system, the device can be locked down using Freshboot™ technology to prevent unauthorised changes to both applications and the operating system.

“The SC20 Smart Client signals the arrival of a new breed of client devices designed for next generation computing environments. It is the first of its kind to truly bridge the thin client and fat PC, allowing companies to deploy secure configurations without impacting user experience,” said Cranberry CEO Simon Ponsford. “Thin clients are great for simple deployment and management, but are too inflexible for use in most businesses. When there are requirements for the use of USB memory sticks, digital cameras, CD/DVD writers and mobile phone synchronisation, thin clients typically cannot be used. PCs are able to offer this functionality over thin clients, but controlling who is permitted to perform these operations is incredibly difficult. With the Cranberry SC20 every aspect of peripheral support and application management can be controlled through a simple easy to use management interface.”

With an entry price of £349, the SC20 Smart Client is available to UK customers immediately through Cranberry's distribution partner, CDG UK. Contact for sales information is 0870 850 1953. More information about Cranberry and the SC20 also can be found at <http://www.thesmartclient.com>



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 power 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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