



UK PRESS RELEASE

Bath, 21st January 2008

New computer offsets 2½ hour business flight

Cranberry, the leading Smart Client (SC) manufacturer, today released research that shows that using a secure and efficient computer offsets CO₂ emissions equivalent to a 2½ hour business flight every year.

According to estimates by the leading industry analyst, Gartner Group, the global information and communications technology (ICT) industry generates as much CO₂ as the Aviation industry. Growing pressure on companies and governments to act responsibly and reduce carbon emissions has led to growing frustration. In offices around the UK, managers and staff struggle to both cut costs and save greenhouse gas emissions.

A solution is available today. The new Cranberry Smart Client computer, the SC20, is the industry's most energy-efficient alternative to a desktop computer. The computer represents a significant breakthrough for aspiring 'Green' offices in private and public sector organisations. Now businesses can reduce the carbon footprint of their employees' computers by up to 95% - just by buying a different computing device.

No bigger than a paperback book, the SC20 consumes on average only 9 watts of power compared to a mid-range PC that has an average power consumption of 175 watts. As well as being 19 times more efficient, the SC20 comes with management software to further reduce power consumption by automatically turning off unused powered-on devices overnight.

To put the energy-efficiency of the SC20 into context, Cranberry's research calculates that an average office PC in use 9 hours a day, 5 days a week, 48 weeks a year is responsible for 176kg of CO₂ each year. A Smart Client would produce just 9kg, a 95% reduction. If applied to the 12.6 million office PCs in the UK today, this is a reduction in CO₂ emissions is equivalent to 6.3 million people taking an annual return flight from London to Madrid, Barcelona, Lisbon or Rome.

Simon Ponsford, CEO of Cranberry, commented, "Business struggles to make energy savings and there is growing awareness of the environmental implications of IT. Our new computer can instantly save power use and CO₂ emissions while improving the bottom line. This is a fantastic win-win situation. The Smart Client will make businesses operate more effectively while providing a greener, more efficient office environment."

Cranberry's SC20 Smart Client computer is a fusion of 'thin' and 'fat' client technologies. The SC performs the business functions of a fat PC, including web browsing, but has easy management and security features of a thin client device. Uniquely for a computer, the SC is immune to the consequences of viruses and spyware as it loads a fresh copy of the operating system every time it starts. Due to its ultra-efficient microprocessor, the Smart Client consumes less than 10% of the power of a standard PC while using Microsoft Windows® XP Embedded operating system.

The device is an IT manager's dream as it uses Cranberry's patented Freshboot™ technology to prevent unauthorised changes to both applications and the operating system. Operating system changes and software updates can be added easily at any time – even when someone is working on the SC. Because the SC is provisioned automatically, it is easy to deploy and staff can plug and work from home or any office desk.

With an entry price of just £349, the SC20 Smart Client is now available to UK customers through CDG, Cranberry's distribution partner. Contact for sales information is 0844 561 1650. More information about Cranberry and the SC20 also can be found at <http://www.thesmartclient.com>.

END

Pictures:

SC compared with a PC: <http://www.thesmartclient.com/Press/Images/HRES/Jpg/SC3.jpg>

SC on a hand: <http://www.thesmartclient.com/Press/Images/HRES/Jpg/SC2.jpg>

Simon Ponsford, CEO: <http://www.thesmartclient.com/Press/Images/HRES/Jpg/Simon2.jpg>



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 innovative product - the SC20 Smart Client - is a small, energy-efficient computer with all the power and peripheral support of a PC. The SC20 is based upon the AMD Geode chipset which requires a fraction of the electricity that a conventional PC consumes. The Smart Client delivers greater levels of security and runs a Microsoft Windows XP Embedded operating system. New software components can be added easily at any time at your desk or remotely by the IT manager. The screen appears exactly as it does on a conventional PC but all software and data is stored securely elsewhere so theft, children and damage are no longer a hazardous risk to your work. 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

Media enquiries:

Kellie Collier
Goode International
Tel: 01491 873 323
Email: kellie.collier@goode.co.uk

Claire Chapman
Goode International
Tel: 01491 873 323
claire.chapman@goode.co.uk

Simon Ponsford
Cranberry
Tel: 01225 428879 or 07867 501650
Email: simon.ponsford@cranberryeurope.com