For Immediate Release

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Press Release - e-con Systems expands Operations - opens new sales office in Brazil and Argentina

Chennai, India – July 7, 2010, e-con Systems opens new sales office in Brazil and Argentina to market its products and services in this region.

Under this agreement CKP Automacao will represent e-con's products and design services in Brazil and Argentina. e-con's product solutions include PXA270 and PXA300 based computer on modules and camera reference designs, Windows Embedded driver development and Linux driver development services. CKP Automacao will stock e-con's products and also market e-con's product design services in these two countries.

"We have a reasonable pool of customers in Brazil and Argentina they were not only looking for local presence but also were concerned about the quality of support they would get from their local partners. This would require the sales representative to have good amount of engineering experience and high level of skill sets like Microsoft WinCE expertise, camera expertise and understanding of e-con's services and customer requirements. I am glad that we found CKP Automacao and their vast Engineering experience is matching very much with our customer requirements. " said Ashok Babu, President, e-con Systems.

"The Latin American market is growing, particularly Brazil. Demand for electronic products industry is booming peak. For this reason we are very pleased with our new partnership with e-con, which allows us to bring to market high quality products, excellent technical support and flexibility". said Luciano Di Torrice, President, CKP automação.

About e-con Systems:

e-con Systems, acknowledged by Microsoft® as a **Windows Embedded Gold Partner**, is an embedded product development services company focused on concept to product development. e-con Systems has expertise in mobile processors such has Xscale® series, DM355, DM365 and OMAP® 35x and has been using its product engineering services to help customers on development of products such as low vision equipments, IP cameras, point of sale terminals, handhelds, single board computers etc.

To support its product development services, e-con provides computer on modules and other camera reference designs to reduce the time to market and to lower the cost of total ownership. For more information please visit www.e-consystems.com

About CKP Automacao:

CKP is a company operating in the South American market, whose focus is the development of wireless test systems, directed mainly to the automotive industry. The development area, is composed of a engineering, which develops projects on WinCE platform, using high quality commercial SBC.
The partnership with e-con has been highly effective in reducing development time and cost savings, allowing a high competitiveness of products.
 For more information about **CKP Automacao**, please visit www.ckpautomacao.com.br

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