

A+A CIS GUIDE BOOK







ABOUT THE GROUP

ADVANTECH-AURES is the new operating brand-name of formerly called AURES Technologies Group, following its acquisition by ADVANTECH.

Founded in 1989, the Group is an IT Designer, Manufacturer and Developer of POS & KIOSK Hardware Solutions, dedicated to all Retail sectors, the Food Service & Hospitality businesses, Transport, Leisure, Services, and Industry (OEM) sectors.

ADVANTECH-AURES has a global presence, with Headquarters in France, subsidiaries in the UK, Germany, Australia, and the USA - as well as a Channel network of Partners, Distributors and Resellers in over 60 other countries.

Early October 2024, AURES officially joined the Taiwanese ADVANTECH Group and now operates under the new 'ADVANTECH-AURES' brand identity, globally.



ADVANTECH

AURES

1. LOGO



The primary **ADVANTECH-AURES Logo** should be used across all media both printed and digital. Where possible a EPS or other vector format should be used.

The ADVANTECH-AURES logo represents our corporate identity, our fundamentals and values, our experience and expertise in our various business sectors.

The reversed logo should be used on dark backgrounds color exceeding K 60 or above. ▼



▲ Primary logo on light-coloured application



▲ Reversed primary logo on a dark-coloured application



▲ Primary logo on light picture



▲ Reversed primary logo on dark picture

PROTECTION ZONE

The logo can be freely arranged respecting the protection zone corresponding to the width of the «A».



VARIATION



The secondary version of the logo should be used only when the impact of ADVANTECH-AURES' visual identity could be altered by a lack of width, for example on social networks. The brand guidelines for this logo are identical to the main ADVANTECH-AURES logo.

◀ The reversed logo should be used on dark backgrounds color exceeding K 60 or above.



24 mm



38 mm

READABILITY

To ensure its readability, it is necessary not to reduce the logo beyond certain dimensions.

2. COLORS

 CMYK / Pantone : Print
RGB / HTML : Web

BRAND COLORS

During the new identity transition time, it will be acceptable to use the AURES colors. However, it is better to avoid mixing them too much with ADVANTECH colors.

PANTONE 295
C100 M57 Y0 K40
R0 G67 B122
#004280



PANTONE 185C
C0 M100 Y100 K0
R227 G6 B19
#c9e0ee



PANTONE BLUE ELIXIR
C50 M5 Y12 K0
R135 G200 B221
#87c8dd



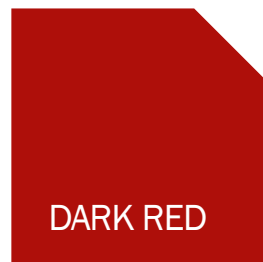
PANTONE 179-5 C
C0 M0 Y0 K30
R198 G198 B198
#c6c6c6



PANTONE 185C
C0 M100 Y100 K0
R227 G6 B19
#e30613



PANTONE 7620 CP
C0 M100 Y100 K30
R174 G15 B10
#ae0f0a



PANTONE 2335 UP
C45 M35 Y30 K50
R98 G99 B104
#626368



PANTONE 7620 CP
C70 M60 Y55 K65
R51 G51 B51
#323333



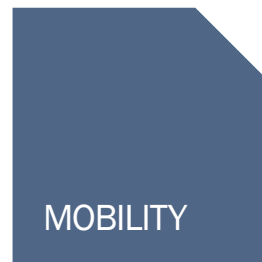
PRODUCT COLORS

During the new identity transition time, it will be acceptable to use the AURES colors.

PANTONE 2211 CP
C60 M25 Y35 K10
R108 G150 B153
#6c9699



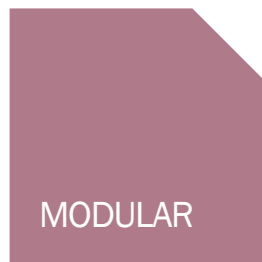
ALL-IN-ONE



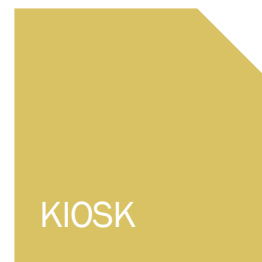
MOBILITY

PANTONE 2374 UP
C75 M55 Y30 K10
R79 G102 B135
#4f6687

PANTONE 4995 UP
C30 M55 Y30 K10
R175 G144 B133
#af7285



MODULAR



KIOSK

PANTONE P 5-5 C
C20 M20 Y70 K0
R216 G194 B100
#d8c264

PANTONE 19-4820 TPG
C75 M45 Y45 K30
R64 G97 B104
#406168



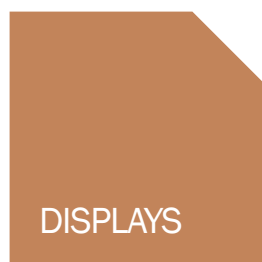
PANELS PC



PRINTERS

PANTONE 17-5912 TPG
C65 M35 Y55 K20
R93 G122 B108
#5d7a6c

PANTONE 471 UP
C20 M50 Y65 K10
R194 G132 B90
#c2845a



DISPLAYS



PERIPHERALS

PANTONE P 101-12 U
C55 M55 Y25 K10
R127 G112 B142
#7f708e

3. VISUALS

ICONS

Used to illustrate the product categories. During the new identity transition time, it will be acceptable to use the existing AURES icons.



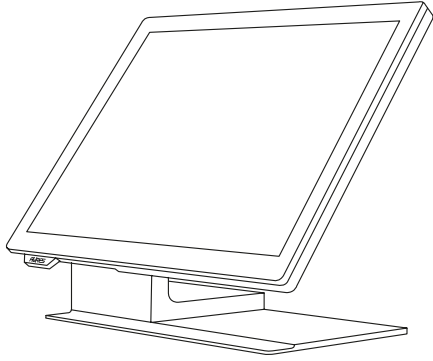
PRODUCT PICTURES

The supporting product images should be “design oriented” and inspirational enough to emphasize the quality of ADVANTECH-AURES hardware.

They include close up images to stress product features, exclusive or technological details.

All pictures must be clear and not placed on gradient or cluttered backgrounds.





SKETCHES

Used to illustrate the products on the packaging and in addition to the photos on the website

APPLICATIONS PICTURES

They allow us to showcase our products in real life situations



4. TYPEFACES

HEADLINES & BODY

Franklin Gothic is the main font used for both print and digital.

FRANKLIN GOTHIC

ABCabc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890>?!.,:@&+

ABCabc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890>?!.,:@&+

EMAILS

For emails, the Arial font often used by default is acceptable.

ARIAL

ABCabc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890>?!.,:@&+

5. STATIONERY

ENVELOPPE

324 x 229 mm



Some stationery can be subject to change in some regions (for example in Germany which has specific codes).

BUSINESS CARD & LETTER CARD

85 x 55 mm / 210 x 100 mm / Matt coated 400 g

6. PRINT

210 x 297 mm
Matt coated 200 g

Intel partner

Specifications sujettes à modification sans préavis. © AURES/JAZZ/IBR, R. 1.20, 2024

On the back, the use of the secondary logo is acceptable when there is not enough space.



DATASHEET

Their purpose is to present the technical characteristics and features of the products, going into detail. Some visuals or close-ups show the technical part of the products in illustration.

YUNO II

11^e génération de processeurs INTEL (J6412, i3-1115G4E, i5-1145G7E) (peu énergivores, pour une empreinte carbone contrôlée et réduite)
2 emplacements SSD
Dalle capacitive projetée et multi-touch (PCAP 10 points)
Formats 4/3 ou 16/9 - (15,1" ou 15,6")
RAM de 4 ou 8 Go en standard (jusqu'à 32 Go)
Inclinaison de la base : 0-90°
Connectique discrète et accessible
Sortie pour 2^e écran
Disponible avec fixations VESA (options) pour montage mural ou sur mât
Socle (base du TPV) affiné pour un design allégé
Capot arrière aimanté (manipulation aisée et rapide)
Bouton marche/arrêt résistant et accessible
Lumière LED (verte/rouge) sur logo AURES transparent situé sur le côté gauche de la base (indication du statut du TPV)
Maintenance facilitée (grâce à l'intégration d'une carte mère la plus compacte du marché)
2 ports LAN (1 port LAN pour le modèle avec processeur J6412)

MODÈLE	YUNO II
Processeur(s)	INTEL Elkharte Lake J6412 / ou INTEL Tiger Lake i3-1115G4E ou i5-1145G7E (fanless)
RAM	DDR4 - 8 Go standard (jusqu'à 32 Go)
1 ^{er} SSD	NVMe PCIe 3.0 x4 Standard : 1 x 256 Go (jusqu'à 512 Go)
2 ^e emplacement SSD	NVMe PCIe 3.0 x2 / SATA M.2
LCD	15" TFT (1024 x 768) ou 15,6" (1920 x 1080) (format Wide en full HD) Rétroéclairage LED
Dalle tactile	Ecran tactile multi-touch plat et sans bord (technologie PCAP 10 points)
Luminosité	15" : 400 cd/m ² / 15,6" : 450 cd/m ²
ENTRÉES / SORTIES	
Ports Série	2 x ports série (connecteur RJ50)
USB	6 x USB 3.0 2 x USB-C (1 vers CPU)
LAN	2 x 10/100/1000Base-T (sauf J6412 - 1 seul port LAN)
2 ^e écran	Port avec support pour HDMI, DVI et VGA (via USB-C)
Tiroir-caisse	24/12 V DC
Audio	haut parleur interne
Alimentation	+ 19 V DC externe
TPM2.0	sur toutes les cartes mères
DIVERS	
EMI	CE/FCC Classe B, UL, RCM, UKCA
vPro	sur version i5
Température de fonctionnement	0-35 °C
Face avant	Anti-éclaboussures et anti-poussières
Coloris	Base grise, capot noir ou blanc (voir options)
Matériaux	Fonte d'aluminium (structure) + polycarbonate (extérieur)
MTBF (écran)	50 000 heures
Dimensions (L x P x H)	342,9 x 167,5 x 303,8 mm (pour le format 15,1" avec écran positionné verticalement) 382 x 170,5 x 276,1 mm (15,6" Wide format, screen vertical)
Poids	5,5 - 6,5 kg (selon options) pour le format 15,1" 6,5 - 7,5 kg (selon options) pour le format 15,6" Wide
OS compatibles	Windows 10 lot Enterprise, Windows 11, Linux, Android X86
OPTIONS DISPONIBLES	
Lecteur de cartes multi-technologies	pour lecture combinée MSR et RFID (hautes et basses fréquences), Bluetooth (BLE), NFC...
MSR	oui (lecteur de cartes magnétiques)
Lecteurs Addimat ou Dallas	oui
Lecteur / scanner codes-barres	ZD
Lecteur biométrique	oui
Afficheur client	20 caractères x 2 lignes LCM
2 ^e écran (tactile ou non tactile)	10,1" - 16/9 1280 x 800 (écran plat à LED)
WIFI	via clé USB BT/Wi-Fi (idem systèmes JAZZ/TWIST)
VESA	Fixations en option
Ecran tactile anti-reflets	
Capot blanc	

www.advantech-aures.com

PRODUCT BROCHURE

This example of brochure presents the entire ADVANTECH-AURES product range, as well as the associated services and skills.



KRYSTAL

Borne de commande
ultra légère et compacte

Polyvalente et modulaire, la solution KRYSTAL est dotée d'un design verticalisé sobre et élégant, tout en légèreté, aussi bien dans sa version sur pied (auto portant avec sa semelle) que «comptoir» ou «murale» ; équipée d'un écran de 15, 17 ou 21" au choix, (format portrait ou paysage), cette borne peut être associée à une large gamme d'options qui lui permettront de satisfaire à nombre d'applications.

Elle intègre la technologie tactile YUNO Kiosk, une imprimante tickets ODP 444, un terminal de paiement ainsi qu'un lecteur codes-barres 2D.

Simple et ergonomique, KRYSTAL répondra à tous les besoins du parcours client.



6. PRINT



PRICELIST

Even within the framework of a pricelist, our image must be valued and identifiable. The pricelist can be used in PDF format but can also be printed for a qualitative rendering.

TPV INTÉGRÉS
SYSTÈMES INTÉGRÉS

PACK YUNO II (4/3 OU WIDE)

COMPOSITION

- 1 TPV YUNO II
- 1 Imprimante Thermique ODP 333
- 1 Système d'exploitation pré-installé
- Câblage inclus

GARANTIE
4 ANS
RETOUR
ATELIER

Windows 10

PERSONNALISEZ
VOTRE YUNO II

White

Black

TPV YUNO II

Terminal tactile 15" ou 15,6" à LED
Dalle capacitive projetée
4/3 LCD, résolution 1024 x 768
16/9 LCD, résolution 1920 x 1080
RAM 8Go DDR4
256GB NVMe
Fanless (sans ventilateur)
Windows 10 IoT Enterprise LTSC 2021, Windows 11

Processeurs Intel disponibles :
Elkhart Lake J6412
Tiger Lake i3-1115G4E
Tiger Lake i5-1145G7E (vPro)

ODP 333

Imprimante tickets thermique «ESC POS»
Carte mère basse consommation
Massicot
Combo RS232, USB et Ethernet
Couleurs : Black ou White
Alimentation externe, buzzer intégré
Sortie frontale

Montage VESA : possible avec le support ART-05458 (voir options YUNO II)

PACK YUNO II 15" ou 15,6"	Prix public	Prix partenaire
PACK YUNO II J6412 avec Windows 10 Entry	1 995 €	1 295 €
PACK YUNO II i3 avec Windows 10 Value	2 300 €	1 495 €
PACK YUNO II i5 avec Windows 10 Value	2 535 €	1 645 €
Extension garantie retour Atelier - 5e année supplémentaire		60 €
Garantie sur site 36 mois (J + 1) TPV		180 €
Garantie sur site 48 mois (J + 1) TPV		300 €
Garantie sur site 60 mois (J + 1) TPV		400 €
Options YUNO II		Voir page 9

page | 8

i 210 x 297 mm
Matt coated 120 g



YUNO II

Universal multi-configuration
integrated system



www.advantech-aires.com

i 500 x 1000 mm
Matt coated 200 g

POSTERS

It is important that our image is well represented among our resellers and partners. We thus need to provide them with appropriate communication tools such as posters.



JAZZ

slender style with new technology



www.advantech-aires.com

7. ADVERTS

GUIDELINES

The ADVANTECH-AURES logo should be prominent in all adverts. The images utilised on adverts should be clear and legible. Adverts shouldn't be overcrowded with images. The colors used on the adverts must be those as identified earlier in these style guidelines.

Vergessen Sie Tablets...
denken Sie
SWING

ADVANTECH AURES

EuroShop Trade Fair
EuroCIS
The Leading Trade Fair
for Retail Technology
27 FEB - 1 MAR 2018
HALLE 9 - STAND F26

Mobile Standversion Docking-Station Wandbefestigung Mini-Saule

ADVANTECH AURES

Hersteller von innovativen
POS & KIOSK Hardwarelösungen

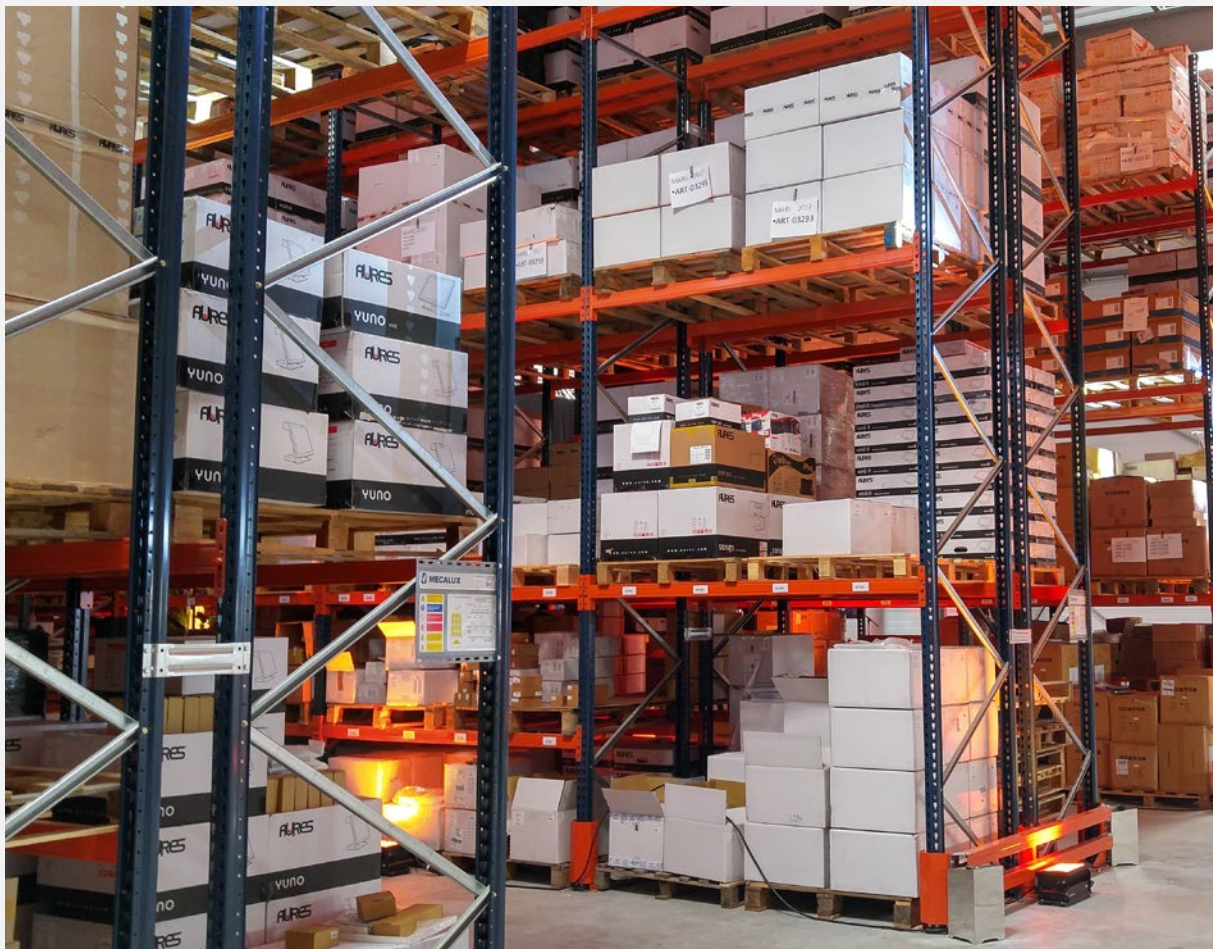
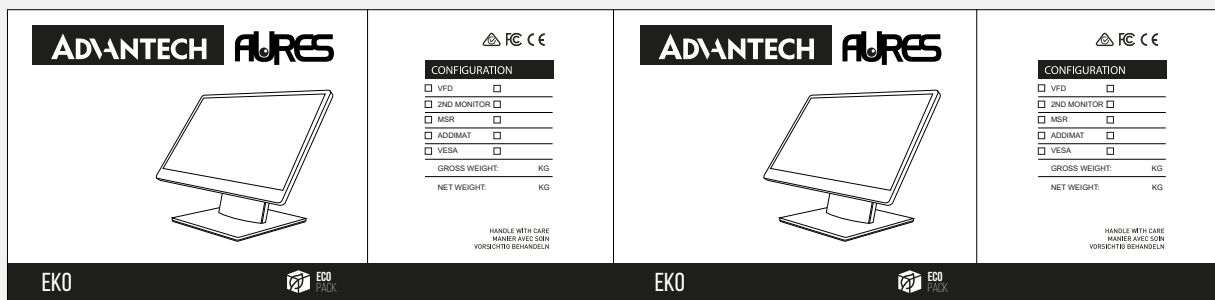
www.aures.com sales@aires.com +49 8141 227 150

www.aures.com sales@aires.com +49 8141 227 150

8. PACKAGING

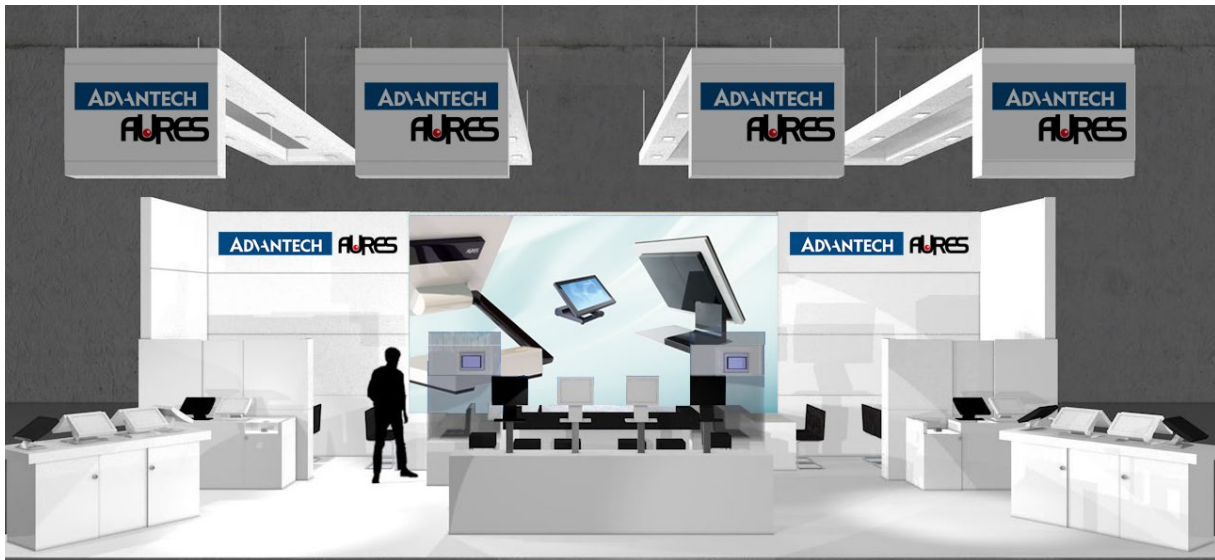
BOXES

It is important to maintain consistency in our image, including on the packaging: when customers receive their products, ADVANTECH-AURES is identifiable even before they have opened the box.



9. BOOTHS/STANDS

- **Adaptation of former AURES codes into the new A+A Brand Identity environment** (no drastic visual modifications but an harmonious transition in 2025)
- Possibility to add other colours (see A+A brand guidelines) to signify the various product / services areas of the stand(s)
- Possibility to add Partners logos (Intel, Microsoft, etc)
- Minimum A+A stand(s) surface : > 65 m² tbc (enough room for POS/KIOSK, etc)
> 2 open sides
- A+A large illuminated logos & signs visible throughout the trade-shows (high slings)
- Selection of adapted floor types (avoiding dust, scratches, slippery surfaces, etc)
- Welcome & Register Point always needed
- Suitable Storage area as well
- Suitable Bar Area is recommended
- Suitable Meeting Room or areas as well



10. BANNERS



ADVANTECH **AURES**



YUNO II
Robust, yet compact
& stylish POS system



www.advantech-aures.com

 850 x 2000 mm

FOR SMALL BOOTHS/STANDS

They are posters or panels printed on a flexible and plasticized support that can be unwound. They can be used to claim the ADVANTECH-AURES identity in many situations, for example resellers or partners events or small booths/stands.



ADVANTECH
AURES

Stronger together!



www.advantech-aures.com

11. GOODIES

GOODIES

The more the goodies are used by customers, the stronger are the brand recognition and the marketing impact.



12. PRESS

PRESS RELEASES

They must respect the brand guidelines with the use of letterhead and Arial font.



TALLY WEIJL

PRESS INFORMATION

Famous Fashion Brand TALLY WEIJL introduces a new POS IT infrastructure Europe

Lisses - Runcorn - Basel, June 2018; **TALLY WEIJL**, the young, fashion wear brand, is revamping its entire point-of-sale IT system in Europe. The AURES solution has been chosen and will gradually be operational - by 2022.

The AURES **SANGO** systems have been selected to support the new solution; the roll-out began in 2017 in France, Austria and Switzerland. IBM systems will gradually be replaced.

The success story of TALLY WEIJL started in 1984 in Switzerland, when she started to develop her first creations, in a small garage. Together with her husband, she started to approach and supply fashion boutiques and retailers and collections per year. The results were so promising that the two partners moved to Fribourg (Switzerland) in 1987.

The concept was a huge success and the brand opened in Germany in 2000, it already owned more than 50 stores in Europe.

Today, with its franchisees, TALLY WEIJL represents 900 stores, in 30 countries, becoming a big international player in young, accessible and trendy women's fashion.

"This migration to a new software platform will enable us to optimize our channel management," explains **Tanguy BAULIN**, IT Retail Manager.

"The relationship between our customers and the checkout system management, which is simpler and more fluid; the supplies of our stock, the centralisation of our POS information system allows us to have optimized processes in all our shops in real time and it is a plus compared to other solutions."

"We chose white SANGO POS terminals with Skylake I5 processor, for their performance," he continues.

AURES Technologies
24 bis rue Léonard de Vinci, CS 20622, Lisses, 91027 EVRY CEDEX, France | T +33 (0)1 69 11 16 60 | www.aures.com



ADVANTECH Finalizes AURES Acquisition, Introducing the "ADVANTECH-AURES" Brand to the Global Market

TAIPEI, Taiwan - Oct 4th, 2024 - ADVANTECH (TWSE: 2395), a global leader in AIoT and artificial intelligence, announced today that it has finalized its acquisition on block shares of AURES Technologies SA, a French Company renowned for its POS and KIOSK Brands. On October 1st, 2024, ADVANTECH has closed block trade of 1,430,381 shares from the major AURES shareholder and subscribed the first tranche of convertible bonds of EUR 2,500,000 of principal amount.

ADVANTECH and AURES will officially join forces under the new Brand "ADVANTECH-AURES" after this acquisition. The new Brand will honor the spirit and value proposition of AURES while being empowered by ADVANTECH and will debut on the market with a clear mission to provide value-driven products and services. The goal of ADVANTECH-AURES is to initiate growth from the retail and hospitality sectors and expand its products and solutions into the broader "Intelligent City Services" market, with the vision of becoming a leading player in this field.

MC Chiang, the newly appointed CEO of AURES and Vice President of ADVANTECH Service-IoT Group, stated that this partnership enables both companies to leverage their combined expertise to enhance product offerings and expand into rapidly changing markets. AURES has a strong heritage of product innovation and leadership, with well-established Brand and channel networks across Europe, Australia, and the US, complemented by Service Support through RTG in the US. Through this collaboration, ADVANTECH-AURES aims to deliver a broader range of product portfolios, focusing on quality, design, and integrated AIoT solutions.

Reflecting the journey that began in October 2023 when AURES and ADVANTECH first forged their partnership, **Patrick Cathala**, Founder and Chairman of AURES, said: "For 35 years, we are proud of what our teams have accomplished; AURES has been dedicated to creating high-quality products and serving our customers with passion. This alliance is built on a foundation of meticulous planning and a shared vision for future growth. With the ADVANTECH-AURES Partnership, we are entering an exciting new phase alongside ADVANTECH. **Together, we are stronger.**"

The completion of block trade on October 1st would result in the mandatory filing by ADVANTECH of a tender offer with the French AMF (Autorité des Marchés Financiers) on all the outstanding shares of AURES not held by ADVANTECH, except for treasury shares, on the same financial terms as the Share Acquisition, i.e. at a price of EUR 6.31 per share.

###

13. POWERPOINT

CORPORATE PRESENTATION

The aim is to present the company in a synthetic and effective way to our various interlocutors.



Le Groupe ADVANTECH



2.07 Mrd US \$

CA 2023

ADVANTECH est un Leader Mondial dans les secteurs des Hautes Technologies, de l'informatique Professionnelle & Industrielle de Pointe (« Edge Computing » par exemple) et de l'IA (IoT)

USD \$10,61 milliards (capitalisation boursière à février 2024)



8800+

saliés

+ 1000 ingénieurs R&D

+ designers industriels
Interface & Expérience
Utilisateurs (IU / UX)



100+

sites dans le monde

3 sites de production industrielle
(> 1,8 million de m2)
Taiwan, Chine, Japon

Laboratoires Intégrés
(Design Verification LABs)
AI Capability (forte expertise AI et IoT)
Global Service Center & RMA
(maintenance - intégration -
conseil - leasing)

ADVANTECH AURES

Produits & Solutions A+A



Une offre élargie et innovante de Produits & Solutions

- Cross Selling Activities (nouvelle offre de produits **A+A + ADVANTECH**)
- Expertise R&D mutualisée
- Expertise commerciale renforcée (partage d'expérience)
- Services Logistiques et Supply Chain optimisés et mutualisés
- Production industrielle maîtrisée (cf: développement du « in House manufacturing »)
- Mutualisation de certains coûts et investissements

ADVANTECH AURES

YUNO II

Compact, tout-terrain, stylé,
plus de 30 configurations disponibles



PDF

TPV multi-application
au design compact

3 processeurs au choix : J6412 - i3 - i5

Dalle PCAP multi-touch,
écran inclinable de 0 à 90°

2 tailles d'écran au choix : 15,1" (4/3)
et 15,6" (format « wide » 16/9)

Connectique multiple et discrète

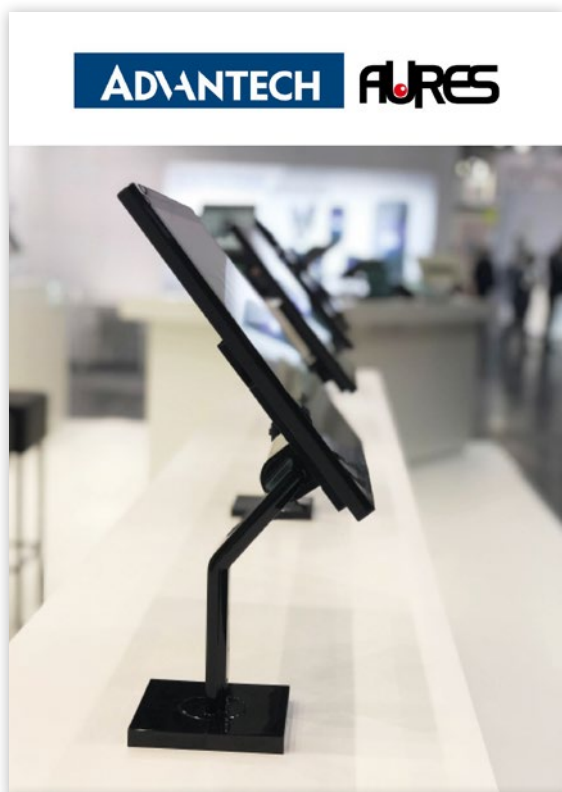
VESA intégré pour applications murales
ou sur mât

Option double-écran 10"

Périphériques associés identiques à ceux
de la gamme YUNO

ADVANTECH AURES

14. WORD



ADVANTECH AURES

CORPORATE PRESENTATION

To respond to a call for tenders, there is a Word template that can be used as a basis for a tailor-made presentation.

ADVANTECH AURES

Introduction

Le présent projet concerne la fourniture et la livraison de terminaux point de vente (TPV) accompagnés de leurs différents périphériques ; ces matériels sont destinés à être installés **xx**. Des prestations associées sont également incluses et définies dans le présent cahier des clauses particulières (CCP).

Présentation du Groupe AURES Technologies

Créé en 1989 et coté sur Euronext depuis 1999, AURES Technologies est un constructeur informatique de solutions matérielles (POS et KIOSK), digitales et applicatives pour tous les secteurs du Point de Vente.

Le Groupe AURES possède une présence mondiale, avec un siège en France, des filiales au Royaume-Uni, en Allemagne, en Australie et aux USA (AURES Technologies Inc et Retail Technology Group - RTG*), en Tunisie (LST**) ainsi qu'un réseau de partenaires, distributeurs et revendeurs implantés dans plus de 60 autres pays.

*La société américaine Retail Technology Group Inc (RTG) est un acteur majeur outre-atlantique dans les services informatiques et la maintenance du POS (hardware & software).

** La société tunisienne LST (Leader Solution Tactile) est l'unité de développement du Groupe en termes de middleware et d'applications digitales.

1. Métier

Constructeur de solutions informatiques matérielles complètes pour les univers du Point de Vente et de Service : systèmes POS, bornes (KIOSK) et Mobile POS (tablettes).

AURES propose de larges gammes de matériels conçus pour s'adapter à tous les secteurs des univers POS, Retail et KIOSK (borne interactive), ainsi qu'aux spécificités géographiques des différents marchés.

2. Vision

- Affirmer son leadership International en tant que constructeur du secteur informatique Point de Vente et de Service (POS et KIOSK systems, Mobilité (Mobile POS).
- Se positionner sur tous les marchés en tant qu'Expert en matière de savoir-faire Technologique et Technique (conseil, maintenance, etc).

3. Valeurs

AURES privilégie le long terme et propose des équipements évolutifs et pérennes, innovants et fiables, associés à une offre de Services Clé en Main et sur Mesure.

AURES Technologies
24 bis rue Léonard de Vinci, CS 20622, Lisses, 91027 EVRY CEDEX, France | T +33 (0)1 69 11 14 60 | www.aures.com
SA au capital de 1 000 000 € | RCS : Evry B 352 310 767 | Code APE : 4652Z | SIRET : 352 310 767 00046
Numéro d'identification intracommunautaire : FR 40 352 310 767

page 3

ADVANTECH AURES

4. Stratégie

Dès 2005, AURES lance un premier TPV au design exclusif et inédit, équipé de clips couleurs interchangeables, afin d'accompagner l'identité visuelle et l'image de marque des enseignes jusqu'au point d'encaissement. Associer de façon optimale des designs contemporains à des technologies abouties est toujours au cœur de la stratégie AURES.

PIONNIER
Le constructeur le plus créatif du secteur POS depuis 2005, avec une offre produits renouvelée chaque année.

Layout DESIGN
Des designs hors du commun, personnalisés et élabores pour tous les secteurs verticaux du point de service.

KIOSK
Une arrivée remarquée en 2018 sur le marché du Kiosk avec la conception et la fabrication de bornes clé en main et sur mesure.

Division INNOVATION
Conseil et Gestion de projets autour de solutions technologiques innovantes et sur mesure (matérielles, logicielles, services).

Design & Innovation

5. Présence internationale

France, Royaume-Uni, Allemagne, Australie, USA et une présence dans plus de 60 pays à l'export

AURES Technologies
24 bis rue Léonard de Vinci, CS 20622, Lisses, 91027 EVRY CEDEX, France | T +33 (0)1 69 11 14 60 | www.aures.com
SA au capital de 1 000 000 € | RCS : Evry B 352 310 767 | Code APE : 4652Z | SIRET : 352 310 767 00046
Numéro d'identification intracommunautaire : FR 40 352 310 767

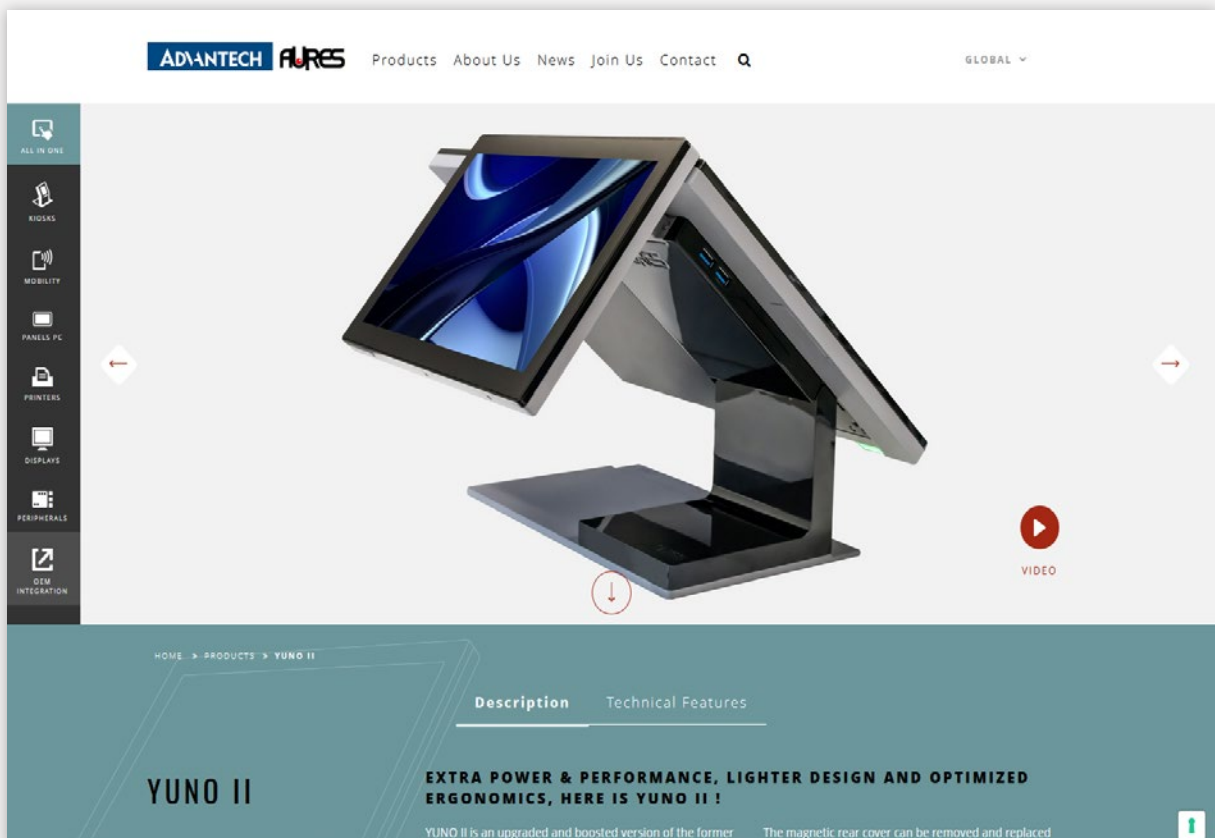
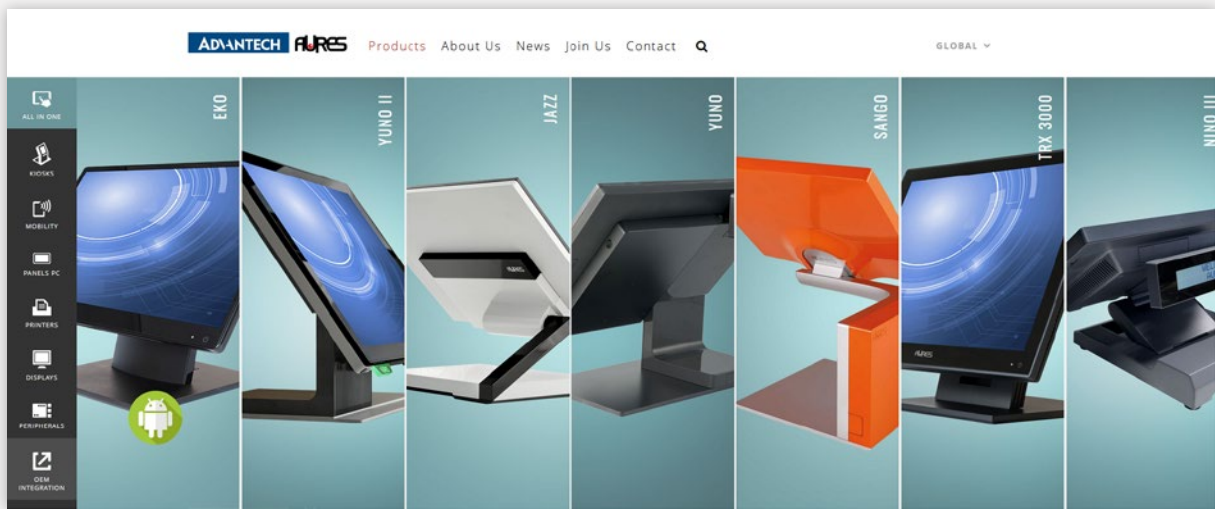
page 4

15. WEB

CORPORATE WEBSITE

www.advantech-aures.com

The website's appearance, functionality and visibility must bring clear messages and positive experience to visitors; its design is also meant to reflect ADVANTECH-AURES corporate identity.



15. WEB

The screenshot shows the 'Expert Voice' section of the AURES website. At the top, there is a navigation bar with the ADVANTECH AURES logo and links for Products, About Us, News, Join Us, Contact, and a search icon. Below the navigation bar, the breadcrumb 'HOME > EXPERT VOICE' is visible. The main heading 'EXPERT VOICE' is prominently displayed. Underneath, there is a sub-navigation bar with links for Case Studies, Events, Expert Voice (which is highlighted), and Press room. The main content area features three featured articles, each with a thumbnail image, a date, and a title:

- Article 1:** Thumbnail showing 'MOBILE POS' vs 'POS' systems. Date: 5 March 2024. Title: 'POS SYSTEMS VS MOBILE POS: MAKE THE RIGHT CHOICE!'.
- Article 2:** Thumbnail showing an open cardboard box with eco-friendly packaging. Date: 20 February 2024. Title: 'ECO-PACKAGING AND ECO-RESPONSIBILITY'.
- Article 3:** Thumbnail showing a laptop vs a desktop monitor. Date: 10 January 2024. Title: ''PROFESSIONAL' VS 'CONSUMER' POS SYSTEM'.

Below these articles, there are three more thumbnails partially visible, representing other content in the section.

OEM

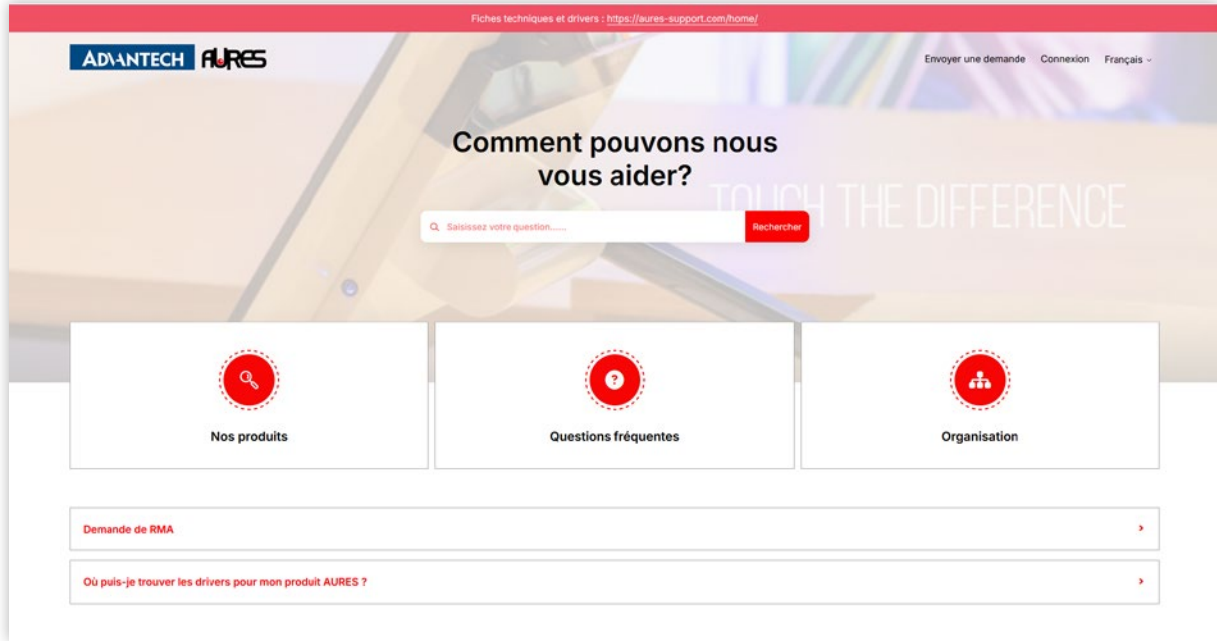
www.aures-oem.com

The screenshot shows the 'Solutions OEM' section of the AURES website. At the top, there is a navigation bar with the AURES logo and the tagline 'TOUCH THE DIFFERENCE', along with links for HOME, CATALOGUE PRODUITS, Solutions OEM, NEWS OEM, Groupe AURES, SUPPORT, CONTACT, and a search icon. The main heading reads 'Solutions OEM pour l'Automation et Kiosks le Contrôle d'accès et l'Affichage dynamique'. Below this, a sub-heading states 'Solutions OEM sur mesure pour l'intégration, kiosks et l'affichage dynamique'. The main content area features five product categories, each with a representative image and a label:

- SYSTEMES & PANELS PC:** Image of a PC monitor and tablet.
- ECRANS TACTILES:** Image of a large touch screen kiosk.
- IMPRIMANTES KIOSKS:** Image of a kiosk printer.
- LECTEURS CODES-BARRES:** Image of a barcode scanner.
- LECTEURS DE CARTES:** Image of a card reader.

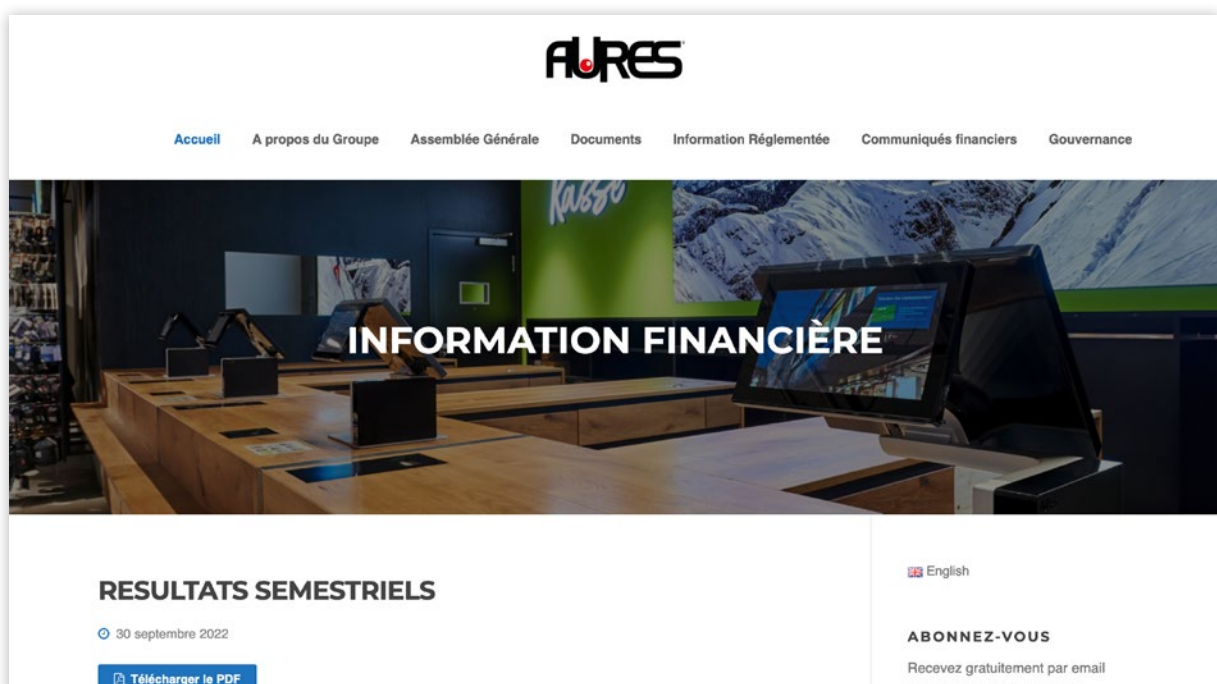
TECHNICAL SUPPORT

www.ares-support.com



FINANCIAL PAGES

www.ares-pos.fr



15. E-MAILS

SIGNATURES

Please follow the template below.

The name and position title must appear in plain text on all emails.

Your direct contact information as well as ADVANTECH-AURES' primary contact details must be included in your email signature.

There are a number of active links in the footer.

The correct URL must be used at all times.

The disclaimer is mandatory.

Arnaud PIROËLLE | Deputy CEO | **ADVANTECH-AURES**

Tel :+33 (0)1 69 11 16 60 | 24 bis rue Léonard de Vinci, 91090 Lisses, France



Disclaimer & Confidentiality

Please note that I do not expect you to respond to/or action this mail outside of your working hours.

This email and any files/attachments transmitted with it are confidential and are intended solely for the use of the individual or entity to whom they are addressed. If you have received this email by mistake, please notify the sender immediately and delete the email, including emptying your deleted email box. Any use of the contents, reproduction or disclosure to third parties is strictly prohibited. Click [here](#) for our Privacy Policy. AURES shall not be liable for the correct and complete transmission of the contents of a transmitted e-mail, or for any delay in its receipt. AURES is headquartered in Lisses and is registered with the Chamber of commerce of Evry under number 352 310 767 and with VAT number FR 40 352 310 767.

PRODUCT & EVENT SIGNATURES


When a product or event signature is used with the included ADVANTECH-AURES logo, the ADVANTECH-AURES logo must be removed from the usual signature to avoid repetition.

Arnaud PIROËLLE | Deputy CEO | **ADVANTECH-AURES**

Tel :+33 (0)1 69 11 16 60 | 24 bis rue Léonard de Vinci, 91090 Lisses, France



ADVANTECH AURES AURES Group Contact





TECH POS #14

KWARTZ Worldwide


A universal, innovative and high-performance KIOSK Solution, for cost-controlled and optimised investments

AURES introduce KWARTZ, the latest addition to its range of interactive ordering kiosks. User-friendly, innovative and high-performance. It is accessible (in every way), lightweight, highly flexible and modular.

EASY WALL MOUNT

AURES



Developed and designed for international deployments

In the KIOSK sector, there are many local and regional specificities and constraints in terms of standards and certifications; requirements regarding electrical safety, consumption and operating voltages often differ from one continent and sometimes even from one region or country to another. It is therefore often difficult for a manufacturer to anticipate local prerequisites before assembling and mounting the kiosks.

MAILSHOTS

Email communications are a vital tool for delivering branded messages. As such they must be consistent in style.

Images used on emails should be active links and utilise the “_blank” target tag.

Alt Text must also be included on images to ensure recipients with images blocked or those using auditory descriptions can assess the content.

If you have problems viewing this email, [follow this link](#)

ADVANTECH AURES

SPOTLIGHT #11



Welcome to 2023!

We are pleased to be with you again at the beginning of this year with a new release of our SPOTLIGHT Newsletter.

You will find everything that has made our AURES Products & Solutions News these last months (POS, KIOSK, Middleware...) but also general Information related to our sectors of activity and their environments.

PRODUCT NEWS



YUNO II

Focus

Unveiled to AURES partners and customers last September during a culinary cruise in Paris on board the boat "DUCASSE sur Seine" (see our news below), YUNO II is the worthy successor to the best-selling POS of the same name.



ACCESSIBLE AND ROBUST

16. PROHIBITIONS

The Advantech-Aures logo represents our corporate identity

epos, ePOS, Pos systems, Tpv

Sango, Nino, Jazz

Arnaud Piroelle, Hilmar Buchwald

LOWER CASE

Do not write ADVANTECH-AURES* in lower case in a text ; it must always appear in capital letters
(* media will write "Advantech-Aures" in press articles, but not us)

Same for AURES key words such as EPOS, POS systems, TPV

Same for product brand names: SANGO, YUNO, NINO, JAZZ...

Same for family names : Arnaud PIROELLE, Philip WILD, Hilmar BUCHWALD...
Capital letters bring improved visibility on business cards, in web texts, in press releases, etc.



WARPING

Do not warp or manipulate the logo in any way



COLORS

Do not change the colour of the ADVANTECH-AURES logo



Do not use a font instead of the logo



PROPORTIONS

Do not move the elements, change the proportions of the logo



BACKGROUNDS

Do not use the ADVANTECH-AURES logo on gradient or busy backgrounds. The AURES logo must always be clear and visible when applied.



DUPLICATE

Do not use the ADVANTECH logo next to the ADVANTECH-AURES logo.



TRANSPARENCY

Do not leave a white background behind the logo, use a vector file with transparency



24 bis rue Léonard de Vinci 91090 Lisses, France
T +33 (0)1 69 11 16 60

www.advantech-aures.com