

## PRESS RELEASE

### **Getac Brings Innovation to the Rugged Industry with New Series of Virtual Trade Show Experiences**

*As part of its EMEA innovative strategy, the company unveils a brand-new concept: Getac Defence Virtual Exhibition, allowing the group to go one step further in showcasing its solutions and interact with customers.*

**Düsseldorf, 25 June 2020:** Getac, a leading rugged mobile computing manufacturer, has today announced the launch of its first digital trade show, starting with the defence sector today and followed by a series of virtual experiences throughout 2020. As many physical events and conferences have been cancelled or postponed due to Covid-19, including the defence and security show Eurosatory, Getac is reinventing itself with a new marketing concept.

Thanks to the latest 3D technology, visitors to the Defence Virtual Exhibition can interact with Getac rugged devices in a level of detail never previously possible online, allowing them to explore key features, functionality, form factor and more. A downloadable augmented reality app also lets users visualise the Getac device of their choice in a real-time location simply by pointing their smartphone camera at it, helping them see exactly how the device would fit into a specific working environment.

Alongside the 3D product showcase, visitors can download a range of defence resources, book virtual meetings with Getac experts and request follow up information wherever required, all directly through the Defence Virtual Exhibition's site. With this new concept, Getac hopes to create a memorable and rewarding experience around their brand.

"Innovation is at the core of our values. In the spirit of Getac Select™, we provide our customers and partners with technology that not only supports their needs, but reflects the wider industry trend towards digitisation," explains Rick Hwang, President of Rugged & Video

Solutions Business Group. “Similar to augmented reality, virtual reality and mixed reality, the Defence Virtual Exhibition is a way for us to remotely connect with our customers. We continuously review our understanding of user scenarios, initiate conversations about vertical-specific applications, and create new content based on our industry knowledge and extensive experience in the field of rugged computing.”

### **Getac Defence Virtual Exhibition, an alternative to traditional trade shows**

The company offers a place to connect with its community, enabling both customers and partners to immerse in the company’s world, using virtual reality. With the recent Covid-19 pandemic, Getac chose to take the event online and change the way they traditionally communicate.

“Our first digital trade show experience is only the opening chapter in our new sustainable concept for future innovation online. We’ve been working on an immersive storytelling experience for months now and we’re delighted to launch it at a time when our customers and partners need it most. Getac virtual experience can be accessed anywhere and at any given point in time, giving users the flexibility they need in a safe environment,” says Eric Yeh, Regional Head, Getac Technology GmbH.

### **30 years of expertise serving industries**

For more than 30 years, Getac has been manufacturing rugged hardware devices for a wide range of vertical markets including military and defence, law enforcement, public safety, emergency services, utility, field services, oil and gas, telecommunications, transportation and industrial manufacturing. As one of the leading rugged computer providers, Getac offers the most extensive rugged computing product lines including laptops, convertibles and tablets.

Since 1989, Getac has established a proven track record of working closely with customers, helping them to overcome the business/operational challenges they face and delivering complete satisfaction. At the C-level, this means using strategic IT investment to optimise business performance against strict budgets. For IT managers, it's efficient operations, comprehensive device management and fast repair times, resulting in low total cost of

ownership. For end users, it's having powerful devices and accessories they can rely on in tough working environments.

Getac has consistently delivered industry firsts in rugged technology innovation throughout its history. They do this by designing their hardware to be rugged from the ground up and use engineering expertise to scope, plan, develop, deploy, and maintain the hardware end-to-end.

Getac's Defence Virtual Exhibition is open from now at: [www.defence-tradeshaw.getac.com](http://www.defence-tradeshaw.getac.com)

## **About Getac**

Getac is a key subsidiary of MiTAC-Synnex Business Group (2019 annual revenue \$40 billion USD - Listed on the Taiwan Stock Exchange (TSE: 3005)). Getac was established in 1989 as a joint venture with GE Aerospace to supply defence electronic products. Today, Getac's business coverage includes rugged notebooks and tablet PCs not only for the military, but also for the automotive and process industry, the police, fire departments as well as utility, manufacturing, transportation and logistics customers. For more information, visit: <http://www.getac.com>

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