

## PRESS INFORMATION

**ADVANTECH & AURES** join forces on the Global Market and announce their presence at **EuroCIS 2025** with newly created Brand **ADVANTECH-AURES**.

Messe Düsseldorf- 18 - 20 February 2025- Hall 9 & Booth F26

**Together we are Stronger!**

*Lisses - Maisach – Germering - 3 February 2025;* **ADVANTECH**, a global leader in AIoT and Artificial Intelligence, announced early October 2024 that it had finalized the acquisition of AURES Technologies, a Company specializing in POS and KIOSK Brands and Products for over 35 years.

AURES now officially operate under the new Brand **“ADVANTECH-AURES”**, whose mission is to honor AURES’ spirit and value proposal while being empowered by ADVANTECH global strengths, expertise and know-how.

The new **A+A** Brand started on the market with the clear mission to provide value-driven Products and Services while developing growth from the Retail and Hospitality sectors (including Food Services, Sport, Leisure & Entertainment, Services and Industry, etc), thus expanding its Solutions’ Offer into the broader **“Intelligent City Services”** market, with the vision of becoming a leading player in this field.

**MC CHIANG**, new **CEO** of ADVANTECH-AURES and Vice President of **ADVANTECH Service-IoT Group**, explained that this partnership would enable 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 Partner Networks across Europe, the UK, Australia, and the USA, complemented by Service Support through **RTG** in the US. Through this collaboration, ADVANTECH-AURES aims to deliver a broader range of POS & KIOSK Product portfolios, focusing on quality, design, and integrated **AIoT** solutions.” he said.

## “Stronger Together”: ADVANTECH-AURES new Motto comes live during EuroCIS 2025

“EuroCIS 2025 represents a key milestone for ADVANTECH-AURES revamped scope of activities;” explains Hilmar BUCHWALD, Head of ADVANTECH-AURES in Germany and the DACH region.

Indeed, this major European Trade Show is the very first International Event where our new Brand will appear and gather strengths to showcase and demonstrate its Advanced Global Innovation Projects and Solutions”

The **ADVANTECH-AURES** Vision for the coming years includes major challenges and ambitions which can be listed as follows:

- ***Position as a leading Provider of End-to-End Retail and Hospitality IT Solutions***  
Thanks to ADVANTECH proven expertise and experience in logistics, the new ADVANTECH-AURES structure will be in a position to demonstrate complete End to End Solutions, from the reception of goods to the POS and KIOSK in-store check-out process, with a single customer entry point whatever the needs. These full End to End solutions will be demonstrated on the A+A and ADVANTECH booth.
- ***Propose extending ranges of Cross-Selling Products & Solutions***  
During EuroCIS 2025, ADVANTECH-AURES will propose enlarged Product Range showcases and demos, including POS and KIOSK systems & hardware from A+A, complemented by major ADVANTECH products (additional POS & KIOSK systems from the **UTK**, **UTC** and **UBX** ranges for example).
- ***Propose full ranges from Standard Products to fully Customized and Turn-Key Solutions***  
ADVANTECH-AURES now positions as a Partner of Choice for its Partners and Customers, offering standard products to full customized turn-key solutions (co-designed and co-branded solutions, customized POS and KIOSK hardware, etc).
- ***Position as a leading Provider of Edge Computing & integrated AI Applications and Services***  
ADVANTECH and ADVANTECH-AURES plan to progress together as a major provider in the field of **Edge Computing & IoT**, globally. ADVANTECH-AURES will thus not act as an “Hardware (only) Manufacturer” any longer, but as a key contributor for the supply of **AI & IoT support platforms**, in the frame of the general “**Intelligent iCity Service**” concept developed by ADVANTECH.
- ***Preserving A+A “DNA” with “Remarkably different” POS & KIOSK Systems & Solutions***  
Exclusively designed and developed by AURES (now **ADVANTECH-AURES**), the Equipment and Solutions originally manufactured by the Group are the result of decades of experience and expertise in the POS and KIOSK sectors. These IT Products & Hardware concepts are still proposed with the idea that design, colours, shapes and ergonomics, which were neglected some years ago, are key elements in today’s Sales and Marketing Retail and POS environments.

Functionalities and Technologies – even the most advanced – are no longer the only pre-requisites and requirements, as Retailers and End-Users request special lines, stylish and sometimes customised equipment, to best support their Brand Identity and in-store Customer Journey.

## About ADVANTECH and ADVANTECH-AURES

- **ADVANTECH'S** corporate vision is to "Enable an Intelligent Planet". Created in 1983, The Group is a global leader in the fields of IoT intelligent systems and embedded platforms. To embrace the trends of IoT, big data, and artificial intelligence, ADVANTECH promotes IoT hardware and software solutions with the Edge Intelligence WISE-PaaS core to assist partners and clients in connecting their industrial and business chains. ADVANTECH is also working with business partners to co-create business ecosystems that accelerate the goal of industrial intelligence. The Group employs 8,800 people worldwide, in about 100 regional sites and entities, and achieved a 2.07 USD billion revenue end of 2023.  
[www.advantech.com](http://www.advantech.com)

- Formerly named "AURES Technologies" before its acquisition early October 2024 by ADVANTECH, **ADVANTECH-AURES** designs, develops and manufactures IT hardware solutions (POS & KIOSK) for all Point of Sale and Service sectors. Its comprehensive ranges of POS terminals and systems- and interactive KIOSK Solutions- are designed for the worlds of Retail and Commerce, the Hospitality sector (hotels, restaurants and food service), Leisure & Entertainment, Transport, Public & other Services, and the Industry.

ADVANTECH-AURES has a global presence, with headquarters (HQ) in France, subsidiaries in the UK, Germany, Australia and the USA, and a network of partners, distributors and resellers in over 60 other countries.  
[www.advantech-ares.com](http://www.advantech-ares.com)

*For additional information please contact:*

**Sabrina BEYGANG**

**ADVANTECH Europe B.V**

[sabrina.beygang@advantech.de](mailto:sabrina.beygang@advantech.de)

Mob: +49 (0) 173 29 83 068

**Yannick-Florence WAELLY**

**ADVANTECH-AURES (HQ France)**

[yannick.waelly@advantech-ares.com](mailto:yannick.waelly@advantech-ares.com)

Tel: +44 (0) 1 69 11 16 60 (65)