

# News Release INGRAM

## **MICRO SYMTECH DIVISION OFFICIALLY CHANGES NAME TO INGRAM MICRO DATA CAPTURE/POS DIVISION**

*New Name Captures the Ingram Micro Brand and Clearly Defines the  
Division's Technology and Services Expertise*

**STOCKHOLM, (Sweden), October 8, 2007** – Ingram Micro SymTech Division, today announced it will begin transitioning the division's name to **Ingram Micro Data Capture/POS Division**.

The new Ingram Micro Data Capture/POS (Point-Of-Sales) Division will maintain the division's brand promise of "One Source. Complete Solutions." and continue to operate as a separate division focused on delivering value-added products and services.

"Our new name reflects the positive business transformation SymTech has undergone in the past year since being acquired by Ingram Micro and defines the area of expertise and focus of the division," says Jan Gulbrandsen, Managing Director Nordics, Ingram Micro Data Capture/POS Division. "Today we are a global distribution partner that specialises in data capture and POS technologies and delivers adjacent technologies to provide complete end-to-end solutions, services and support. No other Data Capture or POS distributor has the global presence, capabilities and relationships to offer that value and convenience to the technology channel."

As part of its new brand identity, the division's web site address will transition from [www.symtech.xx](http://www.symtech.xx) to [www.ingrammicro-dcpos.xx](http://www.ingrammicro-dcpos.xx) ("xx" to be replaced by country id). The web site will also within short time be updated with new features and functionality.

### **About the Ingram Micro Data Capture/POS Division**

The Ingram Micro Data Capture/POS Division is a leading value-added distributor of auto ID/data capture (AIDC), point-of-sale (POS), radio frequency identification (RFID) and wireless solution products and services. In addition to these technologies, the division also offers partners access to the complete suite of Ingram Micro products and services.

With offices and distribution centres in the Nordics and across North America, the Ingram Micro Data Capture/POS division delivers a comprehensive portfolio of products and services to technology integrators.

For more information about the Ingram Micro Data Capture/POS Division please visit [www.ingrammicro-dcpos.xx](http://www.ingrammicro-dcpos.xx) (“xx” to be replaced by country)

### **About Ingram Micro Inc.**

Ingram Micro Inc. is the world’s largest technology distributor. As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistics services, technical support, financial services, and product aggregation and distribution. The company generated \$31.4 billion in revenues in 2006, ranking 70th on the Fortune-500. It serves 150 countries and is the only broadline IT distributor with operations in Asia.

Visit [www.ingrammicro.com](http://www.ingrammicro.com) or [www.ingrammicro-europress.com](http://www.ingrammicro-europress.com).

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