

# INDUSTRIAL AUTOMATION

INDUSTRIAL

AUTOMATION

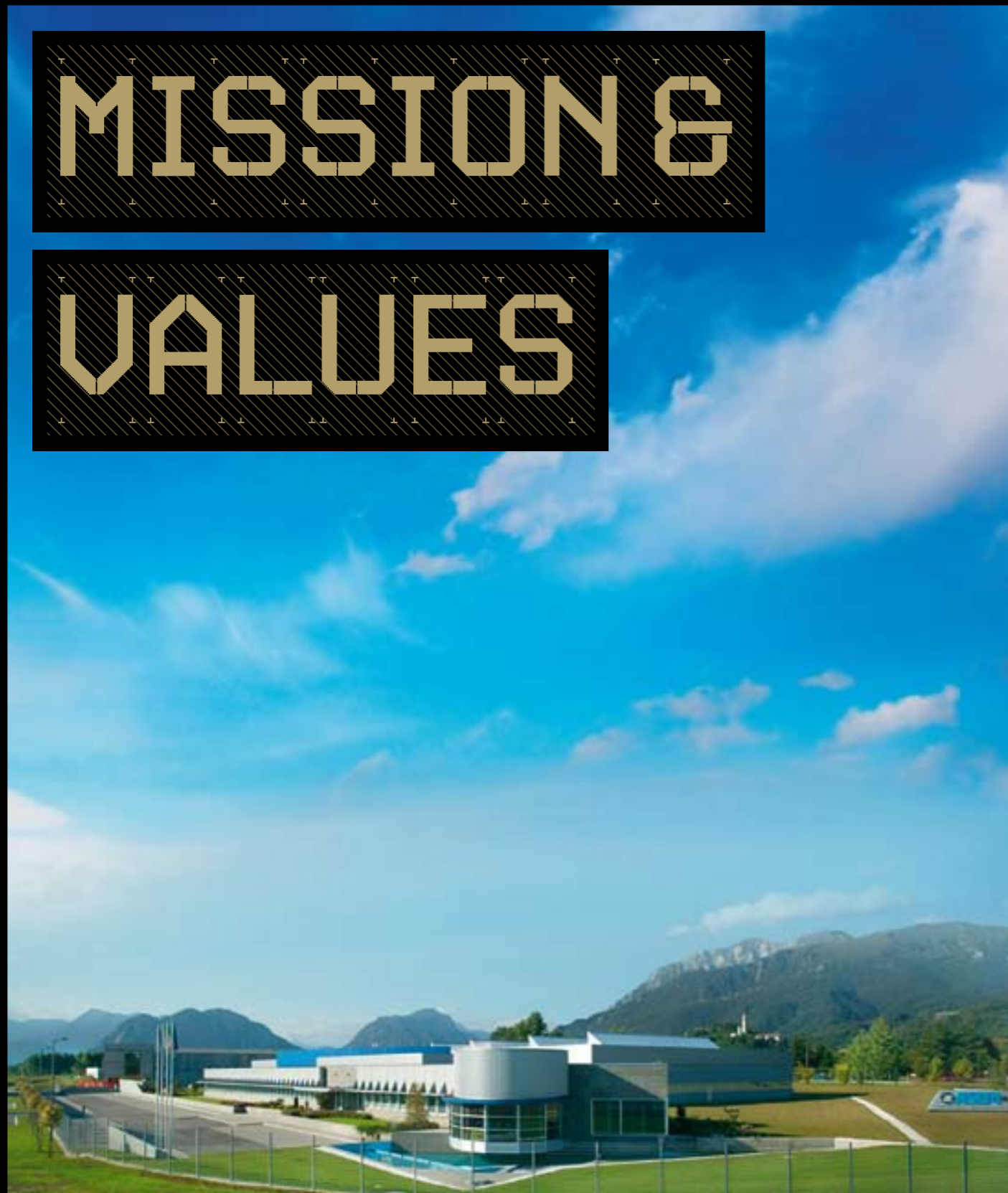
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ASEM designs and develops a wide and highly evolved range of industrial and embedded PCs, integrated with HMI and control (SoftPLC) logics to provide complete, flexible and reliable solutions for the world of industrial automation.



# MISSION &

# VALUES



Established in 1979 by Renzo Guerra, the current chairman and managing director, ASEM S.p.A. is one of the most long-standing and technologically advanced Italian company in Information & Communication Technology and industrial electronics.

**ASEM specialises in designing, manufacturing and marketing solutions and systems based on open and standard PC architecture and embedded technologies, operating in industrial automation and building automation markets in Europe.**

In this competitive context, the company is not only a leader in creating industrial PC platforms developed to withstand harsh environmental conditions, but also a reliable and professional partner offering complete solutions that integrate HMI, control and motion management logics in an open and flexible architecture.

ASEM in figures:  
25.1 million Euro  
(end of 2007)

120 employees

Headquarters and production site in Artegna (UD) spread over a surface of 30,000 sqm, 5,200 sqm of which are covered

Technical-sales offices in Giussano (MI) and Stuttgart (Germany)



## EXPERIENCE

Since 1979 it has experienced all the evolution phases of Information Technology, gathering a knowledge that is unmatched in the world of industrial automation.

## TECHNICAL KNOW-HOW

Proprietary know-how on all the development phases of a PC based system, from design to production.

## VAST PRODUCT PORTFOLIO

The widest and most complete range of Industrial PCs (Panel PC, BOX PC, RACKMOUNT PC, Embedded solutions) integrated with control and HMI software.

## CUSTOMER ORIENTED PHILOSOPHY

A customer driven approach that goes from analysing application and market needs to after-sales assistance.

## RELIABILITY

The leader in Italy since 2000 and among the top companies in Europe for industrial PCs: firmly and constantly serving customers.

## INNOVATION

To continuously provide excellent technology, a major part of the annual turnover is reinvested in R&D, which employs almost 30% of human resources.

# PRODUCT

# PORTFOLIO

ASEM is constantly engaged in product research and innovation activities aimed at designing platforms based on PC architecture and embedded technologies, conceived to support harsh environmental working conditions, typical of the industrial world.

For some time the PC platform and the innate benefits of the open&standard logic represent the natural evolution of the systems based on proprietary technologies that for years have characterised industrial automation. The company's history and mission and its belief in the potentials and pervasiveness of the PC encouraged ASEM to anticipate the introduction of PCs in the industrial world. As a result, today it is able to offer the widest range of IPCs on the market in panel, rack mount and box configurations.

Adopting a careful programme of investment in technical and market know-how, the company provides complete and flexible solutions that integrate industrial PCs with HMI software (Premium HMI®) and control logics (SoftPLC - Soft Motion). All ASEM's solutions, using NETcore® communication technologies, are simply interfaced to the main industrial fieldbuses.

## HMI & CONTROL

CoDeSys  
ASEM Premium HMI® / Premium HMI® PLUS

**INDUSTRIAL PCs:**  
PANEL  
VESA  
RACKMOUNT  
BOX

**HMI:**  
PANEL  
VESA

**INDUSTRIAL MONITORS:**  
PANEL  
VESA

**COMMUNICATION CARDS**  
ASEM NETcore®  
ASEM NETcore® X

**FIELDBUS**  
MPI/PROFIBUS,  
CANOPEN,  
ETHERCAT,  
ETHERNET IP,  
PROFINET,  
SERCOS III

# NEW PRODUCT

# DEVELOPMENT

In a dynamic and continuously evolving market, ASEM creates innovative and highly integrated platforms and systems able to meet the requirements of the industrial automation market.

Innovation is created day by day, with a rigorous and selective process founded on quality in design and production and on the attention to market requirements to effectively meet current needs and anticipate future trends, creating new business opportunities with a high added value. In this light ASEM has defined a precise "New Product Development" methodology that begins with the concept and ends with the sale of the new solution

and the complete after-sales support that applies to the entire life cycle of the product, ensuring the maximum continuity of supply and customer care. This guarantees the right time to market in launching new products while planning targeted commercial actions and quickly collecting customer feed-back to continuously improve and optimise the solutions on the market.

CONCEPT DEFINITION

DESIGN AND DEVELOPMENT

PRODUCTION AND SALES

CONTEXT & MARKET ANALYSIS

PRICE POSITIONING & TIME TO MARKET

TECHNICAL ANALYSIS

PRODUCT DESIGN & PROTOTYPING

TEST & SYSTEM INTEGRATION

PROCESS MANUFACTURING

PRODUCTION

PRE-SALES ACTIVITY

POST-SALES

01

02

03

04

05

06

07

08

09

PROCESS OF CONTINUOUS IMPROVEMENT

# HMI SOLUTIONS

ASEM's industrial PCs are integrated with the powerful and flexible Premium HMI® software.

## PREMIUM HMI

The application was developed in cooperation with PROGEA, a company with proven specialist know-how, and creates complete systems that combine reliability and ease of use of an operator panel with the open and flexible SCADA systems.

Thus traditional users of operator panels are offered the power, advanced functionalities and openness of PC based architecture. Premium HMI® represents the ideal choice for the users of simple SCADA systems who are looking for a high performance and value for money solution.

A feature of the offer is a professional and effective customer assistance in the development phase of HMI interface, guaranteed by ASEM specialists.

### ONE PRODUCT FOR ANY NEED

Allowing the automatic porting of a project in different operating systems. Automatic resizing is possible on displays with various resolutions.

### SAVINGS IN COSTS AND DEVELOPMENT TIME

The intuitive environment, the standard interface, the completeness of the libraries and the powerful debugging tools mean that a system can be up and running easily and quickly.

### GREAT POTENTIAL

It has the best SCADA graphics functions, significantly improving data display: powerful vector and raster graphics, complete alarm management, archives on DB XML, trends and recipes. It is all ready to use in a programming environment that is powerful yet simple.

### RELIABILITY

The software is solid since it is based on an engine developed from more than ten years of experience.

### SYSTEM AND COMPANY NETWORKING

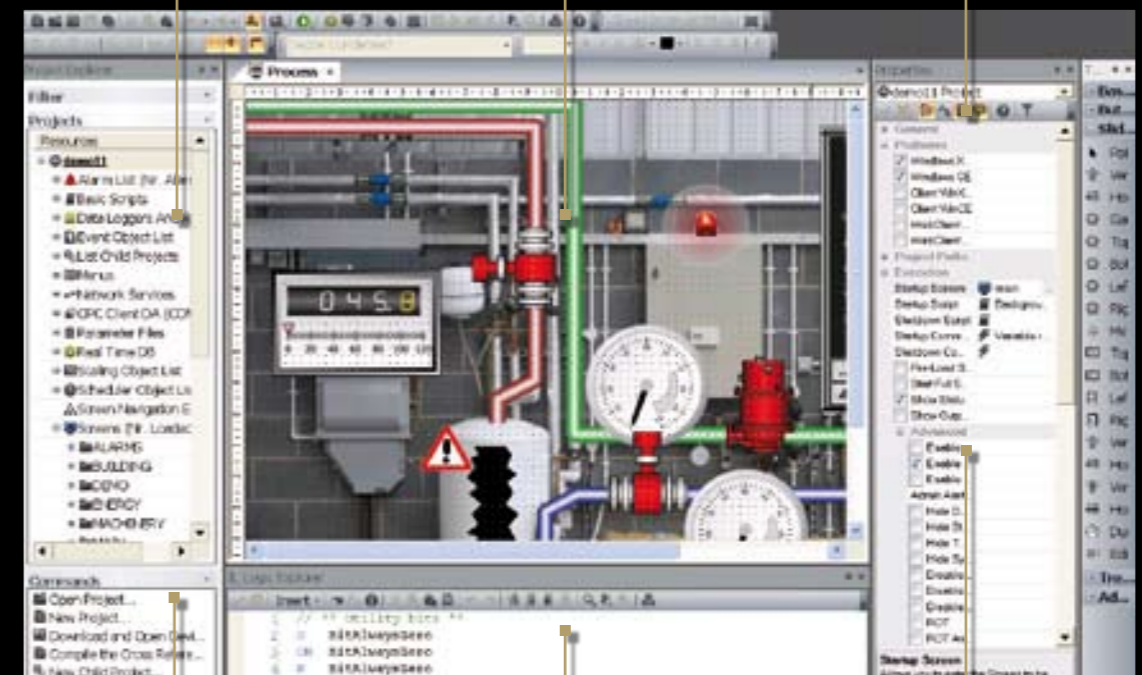
Premium HMI® offers the advantage of free information circulation thanks to Ethernet networking functions and OPC technology. This lets you integrate your HMI with the company LAN systems. Furthermore, more IPCs using Premium HMI® can be networked to create shared applications where each system may be both data server and client. A powerful remote alarm management function is integrated in the application to let you create systems or machines of huge dimensions in which a single operator can manage the entire machine.



**PROJECT WINDOW**  
All the project resources may be found and edited easily and intuitively

**EDIT AREA**  
The page graphics let you utilise ready-for-use library items

**TOOLBOX AREA**  
The toolbox allows rapid access to items and symbol libraries.



**COMMANDS WINDOW**  
It lists the commands or functions that can be inserted in the project depending on the selected resource.

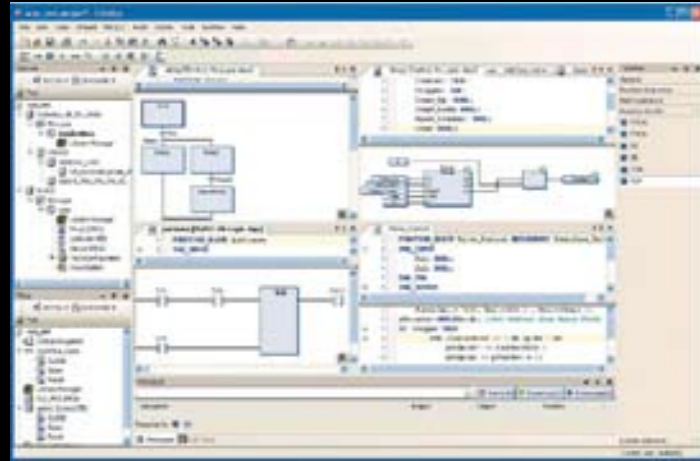
**LOGICS EXPLORER WINDOW**  
The code of the IL logic is always available depending on the selected resource.

**PROPERTIES WINDOW**  
All of the properties of the selected object or resource are collected together in a clear, easy-to-use manner.

## PREMIUM HMI PLUS

For those who want the most out of the Windows® CE environment, Premium HMI® Plus provides all the functions of a SCADA in Windows® CE. In addition to the functions available in Premium HMI®, Premium HMI® Plus offers a Web server, the ability of logging variables in a databases that rest on the SQL Server CE engine, the possibility of tracking the modifications to the variables, the date of the modification and the author. It is also possible to make projects that provide CFR21 certification Part 11, which is compulsory in the pharmaceutical and food industry.

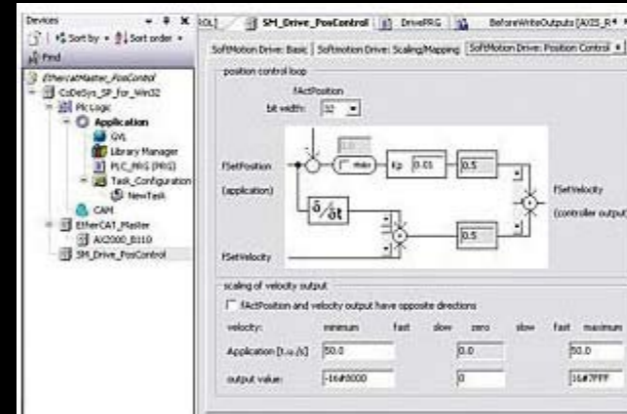
# PLC & MOTION



With the aim of providing the market with complete PC based systems that are highly integrated with the control and activation logic, ASEM has a partnership with the German company 3S to offer CoDeSys (Controller Development System), one of the most common programming software programs dedicated to softPLC & motion. IEC-61131-3 compliant, it makes it possible to emulate the typical functions of the PLC, on a PC platform with real-time operating systems, combining the power and flexibility of the most advanced programming languages (such as C or Visual Basic) with the intuitive and simple use of the PLC programming languages. The architecture of the CoDeSys suite basically consists of two parts: the CoDeSys development system for programming and the CoDeSys SP runtime environment. The latter

converts the device on which the CoDeSys is installed into an IEC 61131-3 controller, programmable with CoDeSys. The compilers integrated in the system ensure excellent speed in running the program code. Users can therefore benefit from the excellent processing capability of the PC platform, not only for display purposes but also to combine, on the same hardware, the control logic and the movement logic, if necessary. The benefits obtained include cost savings for the complete solution and the increased flexibility and elasticity that derive from PC based standards.

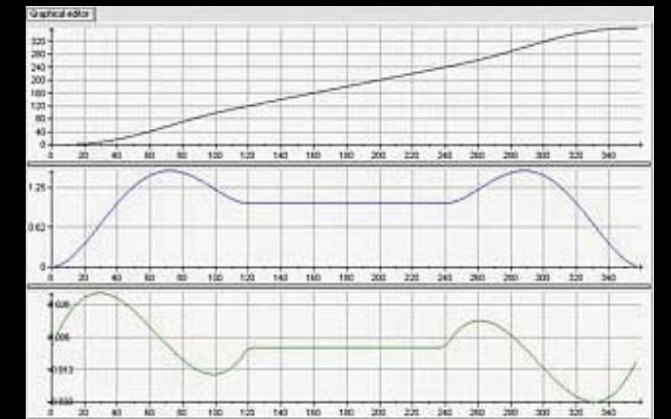
# CODESYS SOFTMOTION



The SoftMotion licence lets you program and control any type of movement, from the simplest to the most complex, such as CNC applications. Classic motion solutions currently implement control systems that are not very flexible and are highly dependent on the hardware, whereas CoDeSys SoftMotion provides an innovative approach: a toolkit integrated in the PLC programming system provides the desired motion function by using the IEC 61131-3 programming language functions.

The connection to the field takes place via a driver, which is configured in the project tree of CoDeSys in the section dedicated to the configuration of the device. CoDeSys SoftMotion offers the following models for motion control:

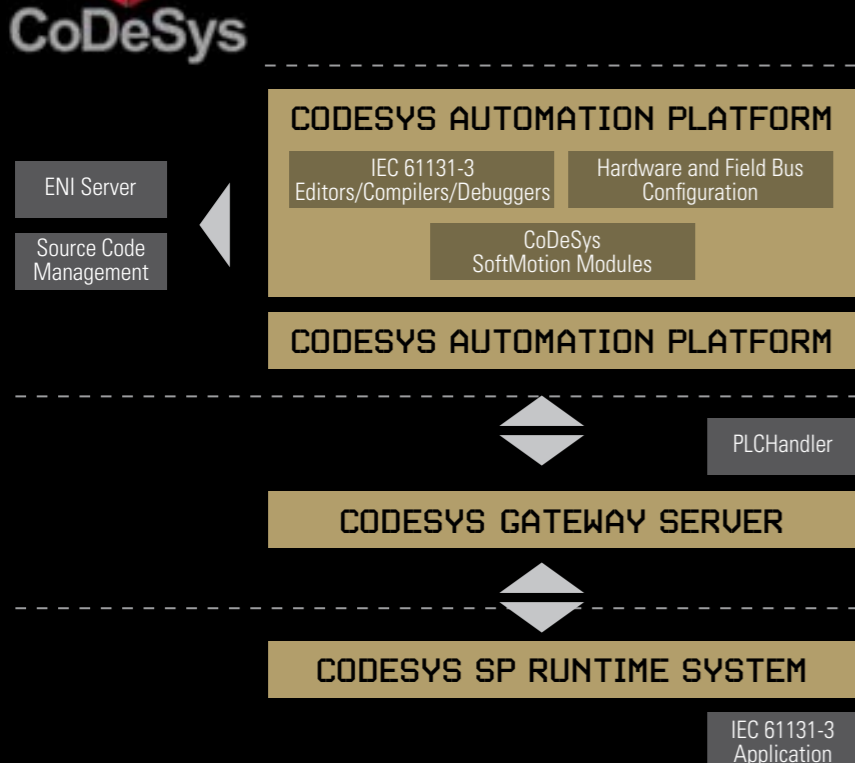
- Single or multi-axis movements with library functions conforming to the PLCopen motion specifications
- Electronic CAM
- Electronic gearing
- CNC control in 2½ D



# CODESYS ARCHITECTURE



All of the tasks involved in the creation of the applications for process control can be performed with CoDeSys Suite; the architecture of CoDeSys can be subdivided into three layers:



## DEVELOPMENT LAYER

The development system is composed of a PLC programming system, which includes all online and offline functions, the compiler and the additional components for configuration. Additional components are available if the SoftMotion part is also included.

## COMMUNICATION LAYER

The communication between the development system and the part that runs the PLC program occurs through the CoDeSys Gateway Server based on an OPC server.

## DEVICE LAYER

CoDeSys SP runtime runs the project created with the Development Layer, making the device on which it is installed deterministic. In line with the IEC 61131-3 standard, it manages the communication with physical devices such as actuators, sensors, inputs, digital outputs and inverters by means of well-known industrial fieldbuses.

# CODESYS AUTOMATION ALLIANCE



ASEM is part of the CoDeSys Automation Alliance, an association of companies specialised in designing and producing components and systems for industrial automation, such as industrial PC, PLCs and drives. Membership to the CoDeSys Automation Alliance is a guarantee of interoperability among the various systems produced by member companies (there are now over 90). These systems can be programmed and managed with CoDeSys and can communicate with one another at an application level, thanks to the user interface and the functions made available by the same CoDeSys.

# ASEM RANGE

ASEM offers CoDeSys in the versions for Windows® XP (CoDeSys SP RTE) and Windows® CE (CoDeSys SP) on the following systems:

- OT600
- OT1200 AND PB1200
- OT1300 AND PB1300
- 500 AND 600 FAMILY

The development environment is provided as freeware.



# HIGHLIGHTS

EVOLUTION IN  
PROGRESS.  
EVOLUTION  
IN PRO-  
GRESS.



ASEM's technical know-how and in-depth knowledge of the market mean that it can present new and innovative solutions able to accurately and effectively meet the requests of the industrial automation world.

# VPC15

ELEGANCE AND DESIGN MEET THE INDUSTRIAL ENVIRONMENT.  
DESIGN MEET THE INDUSTRIAL ENVIRONMENT.



The new VPC15, with a 15" LCD monitor, is the perfect blend of the state-of-the-art technology featured by the new family of Intel® Atom™ processors series Z500 and a stylish and "essential" design that enhance the reliability, extra-small size and integration of ASEM PC based systems. With its arm fastening to the VESA 75/100 or CP-S attachment, the VPC15 is an "all in one" solution suitable to any industrial situation, even the harshest, thanks to the IP65 protection and the perfect aesthetical and functional integration with the external keyboard and side control panels.

HIGH  
LIGHTS

## HARD DESIGN

Stylish and compact design that includes, within a tough front aluminium enclosure, an extremely integrated fanless architecture that combines excellent performance (clock rate up to 1.6GHz) with notably reduced consumption levels.

## GREAT FUNCTIONALITY

The elegant all-in-one solution effectively meets the application needs of an arm mounting, by simplifying the customer's activity considerably and guaranteeing great functionality.



## MAXIMUM INTEGRATION

VPC15 features a rich and complete range of possible configurations to accurately satisfy the various system requirements for supervision and control.

# HMI600

## NEXT GENERATION OPERATOR PANEL

## NEXT GENERATION OPERATOR PANEL



The HMI600 is the first operator panel developed and created by ASEM. It combines the reliability and essentiality of the traditional operator panels with the high performance and flexibility of the PC based platforms. The system's processing power and software functionality place it in the premium range of the market of operator panels. With a stylish and essential design, it guarantees an IP65 frontal protection degree and great resistance to vibrations even in hard going industrial environments. The HMI600, developed on a PC based software platform, ensures the passage to any ASEM IPC fitted with Premium HMI® and provides the portability of a project from an operating system to another without any need for modifications.

HIGH  
LIGHTS

### FIELDBUS

The Netcore® X MPI communication card and the numerous serial native communication drivers and Ethernet allow connection to the most common PLC's on the market

### HARDWARE

AMD® Geode LX800, 500MHz; 3 x USB 2.0; 1 x Ethernet 10/100Mbps; 1 x RS232; 1 x RS232/422/485

### INTEGRATED WEB SERVER AND DATALOGGER

Possibility for remote connection by web and capability to memorize data on XML database or using integrated CE SQL server

### LCD SIZE

6.5" VGA 640X480 - 8.4" SVGA 800X600 - 12.1" SVGA 800X600 - touch screen



### GRAPHICS

Using a library of customisable objects and hereditary support - Pages based on SVG vector graphics, with integrated editing functions, supporting BMP, GIF, JPG formats - Graphics automatically adaptable to the dimensions of the screen

### ALARMS

Complete alarm management in accordance with ISA regulations - thresholds on variables - external help also in HTML format - notifications via SMS or e-mail via SMTP

# RV500

MAXIMUM FLEXIBILITY  
IN USAGE.



The RV500 is the HMI terminal with VESA attachment that in one highly integrated solution combines reduced consumption and contained costs. ASEM has designed a RISC platform with an Intel® PXA270 processor that offers a compact and versatile solution, thus extending the use of traditional HMIs to new industrial situations. The chassis made of thermoplastic resin with an 8.4" TFT LCD monitor gives the system a winning and modern design.

HIGH  
LIGHTS

## COMPACT AND VERSATILE DIMENSIONS

Thanks to the compact dimensions, the 75 mm VESA attachment and the possibility of also requesting the standbase for bench use, the RV500 can not only be used in the world of industrial automation as a displayer on board a machine or at the end of a line, but also in all the environments that require reliable and tough products, such as building automation, testing and measuring contexts.



## HMI SOLUTION

For those who need a complete display solution, the system is equipped with the Premium HMI® software program, making the RV500 comparable to the best operator panels on the market.

FANLESS

PANEL PCs

THE PEAK  
OF RELIABILITY.

PEAK OF  
RELIABILITY.

The FANLESS PANEL PCs by ASEM have been designed and created to guarantee uncompromised reliability with the best performance possible from a system without forced ventilation.



# KEY ELEMENTS.

# KEY ELEMENTS.



## FANLESS

The FANLESS PANEL PCs by ASEM use 4 to 7 W ultra low consumption microprocessors; heat dissipation is favoured by the design of the chassis and the total absence of internal wiring, thus facilitating air circulation.

## EXCELLENT INTEGRATION

ASEM's excellent know-how in designing ecards is testified by the motherboard 831, which combines its ultra compact size with an excellent integration of hardware and software functions.



## DISKLESS

All the models can be fitted with Compact Flash or SSD solid state memories. The removal of any moving parts significantly increases resistance to shocks and vibrations.



## FULL SYSTEM CONTROL

The FANLESS PANEL PCs by ASEM provide full control over the system automation thanks to Premium HMI®/Plus and SoftPLC CoDeSys. Fieldbuses are interfaced via ASEM NETcore® X communication cards.

# OT600



PERFECT BALANCE BETWEEN PRICE, DIMENSIONS, AND PERFORMANCE.



The OT600 is a state-of-the-art FANLESS PANEL PC featuring extreme compactness and excellent performance at an affordable price. It integrates all the HW and SW functions for a full system control by using NETcore® X fieldbus cards, SoftPLC/SoftMotion CoDeSys and the Premium HMI®/Plus application dedicated to supervision. It only uses Compact Flash and SSD solid state memories and can be extended with miniPCI add-ons.

## KEY ELEMENTS.



The OT600 can contain two Compact Flash cards so as to separate application data from the operating system. To avoid any damage or accidental writing of the operating system, the system Flash write protection can be activated directly during production.



The OT600 amazes for its external compactness: the rear chassis is only 172 x 147 x 62 mm (W x H x D). LCD available sizes: 6.5", 8.4", 12.1".



Expandability is guaranteed by two miniPCI slots to integrate the OT600 with the NETcore® X fieldbus card and other supplementary peripherals such as WLAN and NOVRAM.



The OT600 uses a 500 MHz AMD® Geode LX800 processor with 128 KB of second-level cache and an outstanding 400 MHz Front side Bus. The AMD® chipset also integrates the graphic controller whose shared memory reaches 128 MB. The DDR-333 RAM can reach 1 GB.

# OT800



FLEXIBILITY AND RELIABILITY  
SYNTHETISED.



The OT800 is ideal for those applications that require the openness, flexibility and calculating power that are typical of PCs, combined with affordability, extreme reliability and ease of use of the operator panel. It derives from the very popular OT1000, of which it retains the size of the front panel, the drill gauges, the characteristics of the electronic board and the performance, but from which it differs for the simplified interfaces.

## KEY ELEMENTS.



The rear part of the OT800 hosts one Ethernet port, two USBs, one PS/2, one RS-232, one RS-232/422/485, one analog VGA. There is another USB port on the front panel. The display can be sized 8.4", 10.4", 12.1" and 15".



The OT800 uses Transmeta Crusoe low power microprocessors; the available frequencies are 667 MHz and 800 MHz, with 256 and 512 KB of II level cache, respectively. The DDR-333 RAM can reach 1 GB.



As an option, the OT800 can be equipped with a PCI expansion slot or a PC/104 plus slot.



An important feature of the OT800 lies in the possibility of being equipped with a UPS module. Purposefully designed for the products of the OT family, the UPS has a minimum backup time of 15 minutes and its operating mode can be programmed from the Windows control panel.



# OT1000



THE BEST SELLING INDUSTRIAL PC.  
THE BEST SELLING INDUSTRIAL PC.



Founder of the OT1000 family, it is an excellent tool for process supervision applications. Designed according to a modular logic and featuring a hard disk, expansion slots and UPS located at the back of the rear chassis, the OT1000 stands out for the wide range of communication interfaces. Available with LCD display sized 8.4", 10.4", 12.1" or 15", it uses the 800 MHz Transmeta Crusoe TM5900 microprocessor.

## KEY ELEMENTS.



The OT1000 can be integrated with optional mechanical modules located at the back of the rear chassis and containing the hard disk or SSD, the expansion cards and the UPS. In the basic version the rear depth of the chassis is just 75 mm. The UPS has a dedicated interface for PC connection.



In addition to the many communication ports provided as standard, you may optionally require your OT1000 to have a parallel port, a wireless network, a digital I/O module (with 0.5 A output current) and a multistandard opto-isolated double serial port on PC/104 bus.



The OT1000 also features the ISA expansion bus, thanks to a slot with PC/104 connector; PCI or PC/104 plus add-on cards can also be installed.



A wide range of mass storage devices is also available; as a standard the OT1000 has two slots for Compact Flash; a hard disk or SSD can also be installed. A 36-pin base for non volatile RAM memory is also present.

# OT1200



POWER AND FLEXIBILITY  
TOGETHER. AND FLEXIBILITY  
TOGETHER.



The OT1200 is a FANLESS PANEL PC that guarantees high performance for maximum system openness. Based on Intel architecture with 915 GME chipsets, 900 GMA video controller and Celeron M ULV processors up to 1GHz and featuring a 400 MHz front side bus, the OT1200 comfortably runs the most demanding applications thanks to its high calculating power and graphics processing speed. All of this while keeping external dimensions extremely compact.

## KEY ELEMENTS.



The OT1200 offers four USB ports (plus one on the front panel), one RS-232 serial port, one PS/2 with splitter, one analog VGA. Two Ethernet ports are also available. Optionally you can also request a multistandard serial port, also in opto-isolated version, the parallel port and the wireless network.



The processors available are 600 MHz and 1 GHz Intel® Celeron M ULV processors for extremely low consumptions (5.5 W for the 1 GHz CPU) and excellent performance, with 400 MHz front side bus and 512 KB of L2 level cache.



The OT1200 offers an amazing performance also in terms of graphics: the 3D graphic chip has 128 MB of video RAM and supports DirectX 9 and Open GL 1.4. Display sizes available: 8.4", 10.4", 12.1", 15" and 17".



The system can be optionally expanded with a PCI slot or a PC/104 plus.

# 500 FAMILY



THE TOP OF THE RANGE  
FOR FANLESS PC.  
FOR FANLESS PC.

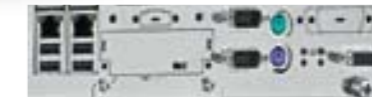


The models of the 500 family are at the top of the range of the ASEM fanless Panel PCs. This is due to the calculating power of the Celeron M ULV CPUs, the large array of possible mechanical solutions, with front panels in aluminium or plastic or frontless solutions for rear-panel installation, the possibility to have the integrated extended keyboard, the lateral modules for the pointing units as well as the 17" display. Floppy units and CD/DVD can also be requested.

## KEY ELEMENTS.



The Panel PCs of the 500 family host four USB ports (plus two on the front panel), two RS-232 serial ports, two PS/2 ports, one analog VGA and two Ethernet ports, one of which can be requested in the 10/100/1000 Mbps version. The parallel port is available as an optional.



The Panel PCs of the 500 family in the H3 version can be requested with floppy units and CD/DVD slim with rear loading. The magnetic/optic units can be installed onto the WS500-TE underneath the extended keyboard, thus allowing frontal access.



The H3 versions are originally available with two PCI expansion slots; upon request and without any further costs, it is possible to request a configuration with one PCI slot and a PCI-Express x1.



Depending on the version, data can be stored onto a 2.5" SSD or hard disc, onto a 3.5" hard disc or onto a Compact Flash that can be extracted from the rear.



# SELECTION GUIDE

	OT600	OT800	OT1000	OT1200	500 FAMILY
<b>Aluminium front frame</b>	■	■	■	■	■
<b>Plastic front frame</b>	-	-	-	-	■
<b>Frameless version</b>	-	-	-	-	■
<b>Frontal Protection</b>	IP65	IP65	IP65	IP65	IP65
<b>LCD size</b>					
6.5"	■	-	-	-	-
8.4"	■	■	■	■	-
10.4"	-	■	■	■	-
12.1"	■	■	■	■	■
15"	-	■	■	■	■
17"	-	-	-	■	■
<b>Touch-screen</b>	■	■	■	■	■
<b>Frontal Function Keys</b>	-	-	4	4	□
<b>Keyboard version</b>	-	-	-	-	□
<b>CPU frequencies MHz</b>					
AMD® Geode LX800	500	-	-	-	-
Transmeta Crusoe™	-	667/800	800	-	-
Intel® Celeron M ULV	-	-	-	600/1000	1000
<b>Max RAM</b>	1 GB	1 GB	1 GB	2 GB	2 GB
<b>Standard ports</b>					
Serial	2	2	3	1+□	2+□
Ethernet	1	1	1	2	2
USB	3	3	5	5	6
Parallel	-	-	□	□	□
<b>Wireless connectivity</b>	□	□	□	□	□
<b>Fieldbus connection NETcore® X</b>	□	□	□	□	-
<b>Fieldbus connection NETcore®</b>	-	-	-	-	□
<b>Mass storage devices</b>					
Compact Flash slots	1+□	1	2	2	1
SSD	-	□	□	□	□
HDD	-	□	□	□	□
FDD	-	-	-	-	□
DVD	-	-	-	-	□
<b>Expansion slots</b>					
PC/104	-	-	2	-	-
PC/104 plus	-	□	□	□	-
PCI	-	□	□	□	2
PCI-Express	-	-	-	-	□
miniPCI	2	-	-	-	-
<b>Power supply</b>					
12 V/DC	■	-	-	-	-
24 V/DC	■	■	■	■	□
220 V/AC	-	□	□	□	■
<b>Integrated UPS</b>	-	□	□	□	-
<b>Operating systems *</b>					
Win XP	□	□	□	□	□
Win XP Embedded	□	□	□	□	□
Win CE	□	□	□	□	□
<b>Software</b>					
Premium HMI®	□	□	□	□	□
CoDeSys softPLC/SoftMotion	□	-	-	□	□

Reading key ■ available as standard  
 □ available as option  
 - not available

\* All systems are compatible with Linux; tested distributions are RedHat, Ubuntu, Fedora.

PERFORMANCE

PANEL PCs

POWER AT  
ITS TOP.  
POWER AT ITS  
TOP.



The PERFORMANCE PANEL PCs by ASEM are the ideal solution when a high calculating power and graphics processing capabilities are essential.

# KEY ELEMENTS.

# KEY ELEMENTS.



## POWERFUL

The calculating power is guaranteed by the Intel architecture with 915 or 965 chipsets of the mobile family. The most powerful models have Core 2 Duo microprocessors with 45 nm technology and 800 MHz front side bus, for a superior performance.

## MECHANICAL FLEXIBILITY

The family is made up of models that provide a huge array of mechanical solutions; Panel PCs with plastic and aluminium fronts are available, both also in the version with integrated keyboard or without front panel; additional lateral modules dedicated for peripherals and electric components can be requested.

A top of the range performance is achieved with Intel platforms with 915 or 965 mobile chipsets and microprocessors up to the Core 2 Duo. Another alluring feature of PERFORMANCE PANEL PCs models lies in the possibility to choose from an almost endless number of configurations, guaranteed by the several mechanical solutions and a wide range of accessories available, allowing customers full system customisation possibilities.



## COMMUNICATION PORTS

The wealth of communication interfaces provided includes, on all the models, the double Ethernet, also Gigabit, at least 5 USBs and up to 2 serial ports that may also be opto-isolated; the Wireless network and parallel interface are available upon request. Furthermore all of them can be ordered with integrated NETcore® fieldbus cards.



## CONTROL

Thanks to the Premium HMI® and CoDeSys software programs, the PERFORMANCE PANEL PCs are able to centralise the process supervision and control, allowing heavier applications to be managed thanks to the processing power.

# OT1300

HIGH PERFORMANCE AT LOW COSTS?  
 NOW YOU CAN.  
 HIGH PERFORMANCE AT LOW COSTS?  
 NOW YOU CAN.



The OT1300 is the low cost solution for those who need a powerful PERFORMANCE PANEL PC. Equipped with Celeron M and Pentium M class microprocessors with up to 2 GHz, RAM DDR2 up to 2 GB and a powerful 3D video controller with up to a maximum of 128 MB of memory, the OT1300 also stands out for its compact size as well as the reduced weight.

## KEY ELEMENTS.



The OT1300's connectivity is brilliantly resolved by means of two Ethernet interfaces, five USBs, one RS-232 serial port and an optional opto-isolated multiprotocol, one parallel, one PS/2 and one VGA for connecting an additional external monitor. The Ethernet WLAN card may also be requested.



Available with an LCD sized 8.4", 10.4", 12.1", 15" or 17", the OT1300 boasts a reduced weight and size: the 8.4" version weighs less than 3 Kg. All the LCDs feature a resolution of at least 800 x 640 pixels and the availability of a 5-wire resistive touch screen.



The OT1300 can host add-on cards on bus PC/104 plus or PCI to guarantee expandability according to customers' needs.



On the OT1300 it is possible to use two Compact Flash cards: in this way the application data is separated from the operating system, that on request may be write-protected. The OT1300 is also available with a hard disk and SSD Serial-ATA.

# 600 FAMILY

MAXIMUM CUSTOMISATION  
FOR ANY NEED.  
MAXIMUM CUSTOMISATION  
FOR ANY NEED.



The PERFORMANCE PANEL PCs of the 600 family have been designed to allow customers to customise the configurations they need. To achieve this objective the models combine an impressive flexibility in the choice of mechanical solutions and accessories, with high performance supplied by Celeron M / Pentium M microprocessors or Core 2 Duo processors with technology up to 45nm. The range includes versions with the front panel made of plastic, aluminium or frameless versions for rear panel installation.

## KEY ELEMENTS.



Included as standard on all of the models of the 600 family are two Ethernet ports, two RS-232 serial ports, six USB ports, two PS/2 ports and one analog VGA. The third RS-232/422/485 serial port, which can be optically isolated, as well as the parallel port, are optional. It is also possible to request the Ethernet Gigabit network.



The WS versions integrate the LCD in the 30 mm thick thermoplastic resin front panel; this reduces the depth of the rear chassis to just 58 mm.



There are three formats for the rear chassis: H1, H3 and H4, which differ for the various depths and the availability of accessories such as floppy disks, CD/DVD units and the number of expansion slots on PCI-Express and PCI bus.



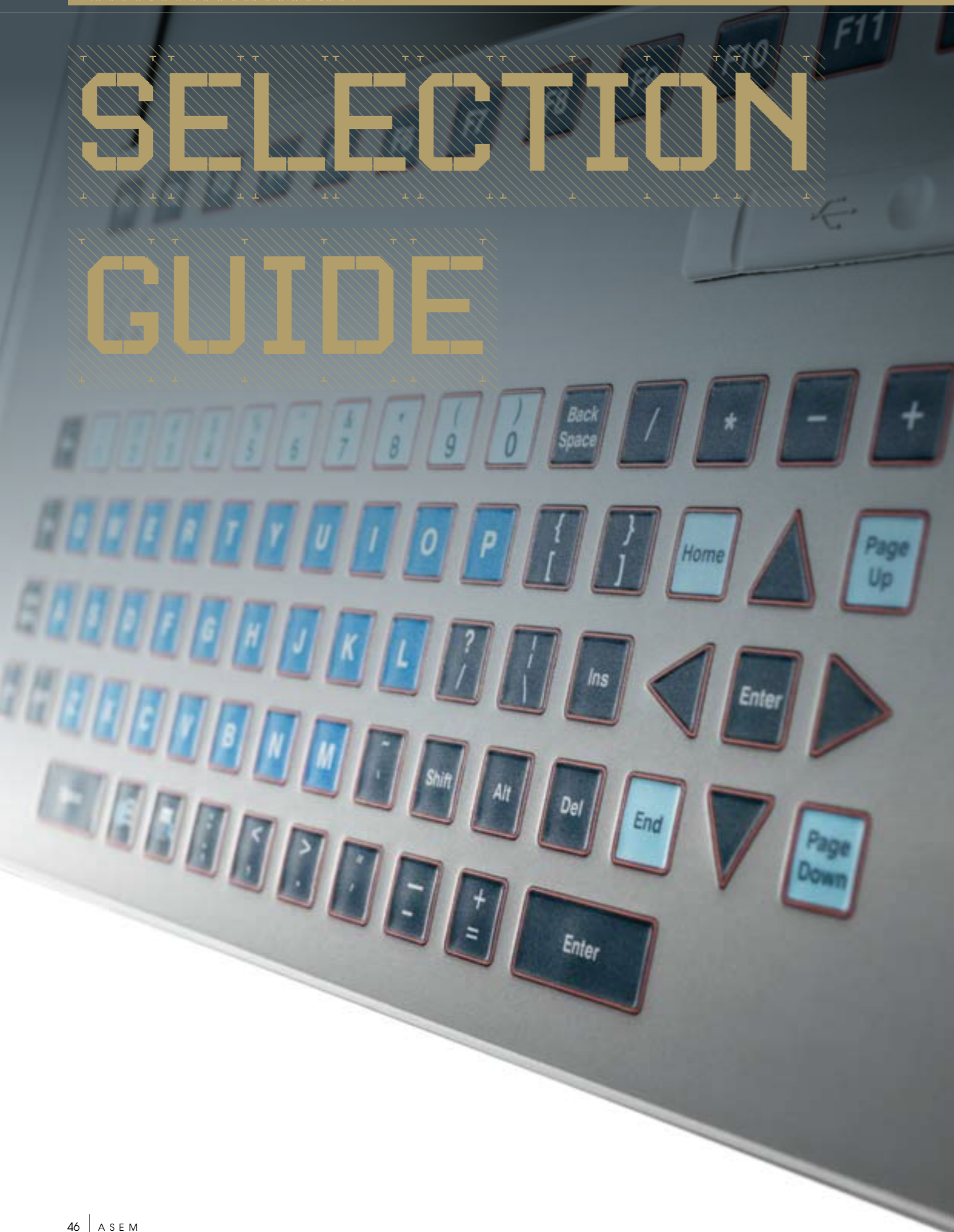
The 650 versions are available with dual hard disc configurations that allow the backup of the data to be performed in automatic, thanks to the on-board integrated RAID controller with support for the levels 0 and 1.



A further feature of the 600 family is the possibility to combine the PC with the lateral pushbutton stations and the inclined modules with touchpad or trackball pointing devices. The membrane keyboard is also available, predisposed for magneto-optical units.



# SELECTION GUIDE



	OT 1300	600 FAMILY	
		600 version	650 version
<b>Aluminium front frame</b>	■	■	■
<b>Plastic front frame</b>	-	■	■
<b>Frameless version</b>	-	■	■
<b>Frontal Protection</b>	IP65	IP65	IP65
<b>LCD size</b>			
8.4"	■	-	-
10.4"	■	-	-
12.1"	■	■	■
15"	■	■	■
17"	■	■	■
<b>Touch-screen</b>	■	■	■
<b>Front functional keys</b>	4	-	-
<b>Keyboard version</b>	-	■	■
<b>CPU frequencies</b>			
Intel® Celeron M	1.5 GHz	1.5 GHz	■
Intel® Pentium M	1.73/2.0 GHz	1.73/2.0 GHz	-
Intel® Core Duo	-	-	■
Intel® Core 2 Duo	-	-	■
<b>Max RAM</b>	2 GB	2 GB	4 GB
<b>Standard ports</b>			
Serial	1+ □	2+ □	2
Ethernet	2	2	2
USB	5	6	8
Parallel	□	□	□
<b>Wireless connectivity</b>	□	□	□
<b>Fieldbus connection NETcore® X</b>	□	-	□
<b>Fieldbus connection NETcore®</b>	-	□	-
<b>Mass storage devices</b>			
Compact Flash slots	2	1	1
SSD	□	□	□
HDD	□	□	□
2nd HDD	-	□	□
FDD	-	□	□
DVD	-	□	□
<b>Integrated RAID controller</b>	-	-	■
<b>Expansion slots</b>			
PC/104 plus	□	-	-
PCI	□	-/2/4	-/2/4
PCI-Express	-	-/1	-/1
<b>Power supply</b>			
24 V/DC	■	□	□
220 V/AC	□	■	■
<b>Operating systems *</b>			
Win XP	□	□	□
Win XP Embedded	□	□	□
Win CE	□	□	□
<b>Software</b>			
Premium HMI®/Plus	□	□	□
CoDeSys softPLC/SoftMotion	□	□	□

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 - not available

\* All systems are compatible with Linux; tested distributions are RedHat, Ubuntu, Fedora.

# BOX PCs

EXTREME  
EXTREME  
FLEXIBILITY.  
FLEXIBILITY.



The wide range of ASEM's BOX PCs solutions allows you to always choose the model that best meets your automation-related application requirements.

# KEY ELEMENTS.



There are several ASEM's BOX PCs installation methods to choose from: in addition to models with chassis in minitower format, which can also be transformed into 19" rackmount solutions, there are others for wall or DIN rail installation. Easy and rapid assembly.

The variety of mechanical dimensions available allows you to identify the model that best suits your applications and installation space. SMART BOX only measures 172 x 147 x 62 mm.

The family includes fanless or system ventilation solutions based on "All-in-one" motherboards or passive bus.



The wealth of communication ports provided, including LAN, USB and serial ports that can be combined with expansion modules towards the more common fieldbuses, makes BOX PCs ideal for control functions, data storage and client-server applications.

Expandability can also be largely customised: depending on the models, you can choose from miniPCI, PCI, PC/104 plus, PC/104 and ISA slots. The passive bus architecture supports full-size format cards.

SOLUTIONS FOR ALL YOUR NEEDS.



# SMART BOX

HIGH QUALITY ENTRY LEVEL

Deriving from the OT600 system, this highly integrated system combines high performance with reduced consumption, compact dimensions and a complete set of communication interfaces.



# PB 500

EASY INSTALLATION, LOW CONSUMPTION

Completely fanless industrial system that uses Celeron M ULV (Ultra Low Voltage) Intel® processors. Can be installed on DIN rail and allows the use of magneto-optical units and 2 expansion slots.



# PB 1300

HIGH PERFORMING EVOLUTION

System for wall installation, it is the "high performing" evolution of PB1200. Fitted with powerful Intel® Celeron M and Pentium M processors up to 2GHz, it is equipped with system ventilation.



# PB 600

FOR REMARKABLE SCALABILITY IN TERMS OF PERFORMANCE

DIN rail monitoring system available in a variety of configurations and customisations: it uses Intel® Celeron M / Pentium M processors and is available with expansion slots and magneto-optical units.



# PB 800

SIMPLE, POWERFUL, FLEXIBLE

Deriving from the OT800 fanless system, it combines application flexibility and calculating power with ease of use and compact dimensions. It uses 667 and 800MHz low power Transmeta-Crusoe processors.



# PB 1000

EXCELLENT PERFORMANCE/PRICE RATIO

Fanless and diskless system that can be wall mounted to ensure a high performance in harsh environments. Available with additional modules such as hard disk, UPS and PC/104 or PC/104 plus expansion cards. The standard set of communication ports complements its versatility.



# PB 1200

HIGH CALCULATING POWER, EXCELLENT GRAPHIC PERFORMANCE

Industrial system for wall installation with nickel-plated steel PC cell that guarantees a high calculating power and an excellent graphic performance, thanks to the Intel® Celeron M ULV processors and the integrated video controller with 128MB of memory.

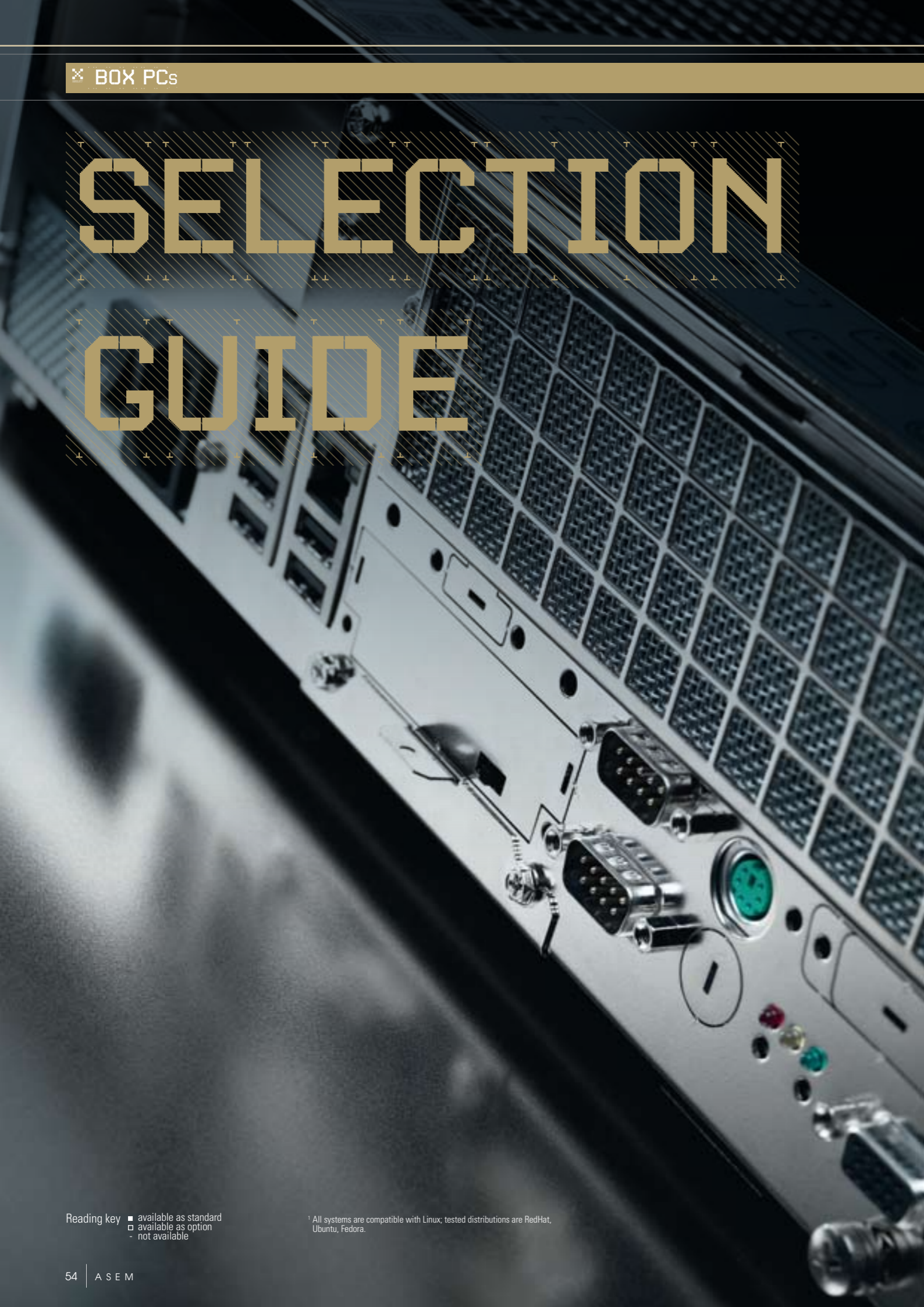


# PB 7091

STURDINESS AND RELIABILITY

System with steel chassis, installable as desktop, wallmount and 19" rack mount. Based on passive bus architecture with ISA and PCI backplanes for full-size cards, it uses Intel® Celeron / Pentium III processors.

# SELECTION GUIDE



	SMART BOX	PB800	PB1000	PB1200	PB500	PB1300	PB600 FAMILY		PB7091
							PB600	PB650	
<b>Installation</b>									
Desktop	-	-	-	-	-	-	-	-	■
Wall	■	■	■	■	-	■	-	-	□
DIN-rail	-	-	-	-	■	-	■	■	-
Rack 19"	-	-	-	-	-	-	-	-	□
<b>Fanless</b>									
	■	■	■	■	■	-	-	-	-
<b>CPU frequencies</b>									
AMD® Geode LX800	500MHz	-	-	-	-	-	-	-	-
Transmeta Crusoe TM	-	667/800MHz	800MHz	-	-	-	-	-	-
Intel® Celeron M ULV	-	-	-	600/1000MHz	1000MHz	-	-	■	-
Intel® Celeron M	-	-	-	-	-	1.5GHZ	1.5GHZ	■	1.5GHZ
Intel® Pentium M	-	-	-	-	-	1.73/2GHZ	1.73/2GHZ	-	1.73/2GHZ
Intel® Celeron D	-	-	-	-	-	-	-	-	-
Intel® Pentium 4	-	-	-	-	-	-	-	-	-
Intel® Core Duo	-	-	-	-	-	-	-	■	-
Intel® Core 2 Duo	-	-	-	-	-	-	-	■	-
Intel® Core 2 Quad	-	-	-	-	-	-	-	-	-
<b>Max RAM</b>									
	1 GB	1 GB	1 GB	2 GB	2 GB	2 GB	2 GB	4 GB	2 GB
<b>Max resolution on ext. monitor</b>									
	1024x768	1280x1024	1280x1024	2048x1526	2048x1526	2048x1526	2048x1526	2048x1526	2048x1526
<b>Standard ports</b>									
Serial	2	2	3	1+ □	2+ □	1	2	2	4
Ethernet	1	1	1	2	2	2	2	2	2
USB	2	2	4	4	4	4	4	4	5
Parallel	-	-	□	□	□	□	□	□	□
VGA port	-	■	■	■	■	■	■	■	■
<b>Fieldbus connection NETcore®/NETcore® X</b>									
	□	□	□	□	□	□	□	□	□
<b>Mass storage devices</b>									
Compact Flash slots	1+ □	1	2	2	1	2	1	1	1+ □
HDD/SSD	□	□	□	□	□	□	□	□	□
2nd HDD	-	-	-	-	-	-	□	□	□
FDD	-	-	-	-	□	-	□	□	□
CD/DVD	-	-	-	-	□	-	□	□	□
<b>Integrated RAID controller</b>									
	-	-	-	-	-	-	-	■	-
<b>Expansion slots</b>									
MiniPCI	2	-	-	-	-	-	-	-	-
PCI	-	□	□	□	2	□	-/2/4	-/2/4	4
PCI-E	-	-	-	-	□	-	-/2/4	-/2/4	4/4
PC/104 plus	-	□	□	□	-	□	-	-	-
PC/104	-	-	2	-	-	-	-	-	-
ISA	-	-	-	-	-	-	-	-	1/2
<b>Power supply</b>									
12 V/DC	■	-	-	-	-	-	-	-	-
24 V/DC	■	■	■	■	□	■	□	□	-
220 V/AC	-	□	□	□	■	□	■	■	■
<b>Operating systems <sup>1</sup></b>									
Win XP	□	□	□	□	□	□	□	□	□
Win XP Embedded	□	□	□	□	□	□	□	□	□
Win CE	□	□	□	□	□	□	□	□	□

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 - not available

<sup>1</sup> All systems are compatible with Linux; tested distributions are RedHat, Ubuntu, Fedora.

# RACKMOUNT

# PCs

GREAT  
EXPANDABILITY AND  
CONFIGURABILITY.

RELIABILITY AND  
CONFIGURABILITY.



ASEM's RACKMOUNT PCs solutions are particularly suitable for all those applications that require extreme sturdiness and a high calculating and data saving power.

# KEY ELEMENTS.



The ASEM range of industrial PCs for 19-inch rack mount includes models with 1U (45 mm), 2U (89 mm), 3U (133 mm) and 4U (177mm) standard heights. This allows customers to choose the solution that best suits their installation needs.

The motherboards support a huge range of microprocessors: Intel® Celeron D, Pentium 4, Celeron M, Pentium M and Core 2 Duo CPUs are available, with front side bus and L1 level cache up to 1066 MHz and 2 MB, respectively.

The range includes models with 1U, 2U, 3U and 4U standard heights, all for 19" rack installation. They are based on passive bus architectures or "All-in-one" motherboards in ATX format.



All the models provide 3.5" front slots for floppy disks and 5.25" front slots for CD DVD optical units and hard disk with extractable drawer. Most models provide multi hard disk configurations, also in RAID.

The expandability of all the systems is always guaranteed by the presence of expansion slots that, depending on the model, can be ISA, PCI, PCI-E and/or AGP. The number of slots available goes from 2 for the 1U rack up to a maximum of 12 for 4U passive bus racks.

MEETING YOUR  
EVERY REQUIREMENT.  
EVERY  
REQUIREMENT.

Based on 19" rack mechanics, the many extremely reliable and functional solutions cover all market needs thanks to the wide range of heights and configuration types available.



## PR 30XX

STEEL CABINET AND PROTECTED FRONT PANEL

It features a steel cabinet with front panel protected by a door with key lock. Only 480 mm deep, it hosts "All-In-One" motherboards in ATX format; it comes with a large array of microprocessors to choose from: it can be ordered to have Intel® Celeron D / Pentium 4 / Core 2 Duo.



## PR 40XX

FOR GREAT CONFIGURABILITY.

Solution with chassis made of nicked steel, extremely scalable in terms of performance. It uses motherboards in PICMG format with passive bus or ATX, for Intel® Celeron / Pentium III / Celeron D / Pentium 4 / Pentium D processors. It is available with ISA, PCI, AGP and PCI-Express expansion slots.



## PR 10XX

AN ELEGANT AND COMPACT DESIGN.

This newborn solution boasts a sturdy chassis made of pre-galvanised steel and an elegant and compact design. Based on the ASEM 901 motherboard, it comes with an Intel® Celeron M or a Pentium M microprocessor. Its key feature is the front connectors.



## PR 20XX

A HIGH LEVEL OF SAFETY AND PERFORMANCE.

It features a steel cabinet with front panel protected by a door with key lock. It hosts PICMG 1.0 motherboards and is available with Intel® Celeron M / Pentium M / Pentium 4 / Core 2 Duo microprocessors. Expandable with PCI cards, including full-size ones.



## MERCURY 901

STURDY AND RELIABLE.

With its nicked steel chassis and aluminium front, it stands out for its reduced depth. Based on passive bus architecture, it uses Intel® Celeron / Pentium III processors and is available with backplanes, both ISA and PCI, with 12 or 14 slots



# SELECTION GUIDE

	PR1091	PR2031	PR2091	PR3040	PR3042	PR4030	PR4031	PR4040	PR4042	PR4091	MERCURY 901
<b>Chassis height</b>											
1U	■	-	-	-	-	-	-	-	-	-	-
2U	-	■	■	-	-	-	-	-	-	-	-
3U	-	-	-	■	■	-	-	-	-	-	-
4U	-	-	-	-	-	■	■	■	■	■	■
<b>Chassis deepness mm</b>	430	488	488	480	480	503	503	503	503	503	425
<b>CPU frequencies GHz</b>											
Intel® Celeron M	1.5	-	1.5	-	-	-	-	-	-	1.5	1.5
Intel® Pentium M	1.73/2	-	1.73/2	-	-	-	-	-	-	1.73/2	1.73/2
Intel® Celeron D	-	-	-	2.8	-	2.8	-	2.8	-	-	-
Intel® Pentium 4	-	3.4	-	3	3.4	3	3.4	3	3.4	-	-
Intel® Core 2 Duo	-	2.13	-	-	2.13	-	2.13	-	2.13	-	-
<b>Max RAM</b>	2 GB	2 GB	2 GB	2 GB	2 GB	2 GB	2 GB	2 GB	2 GB	2 GB	2 GB
<b>Standard ports</b>											
Serial	2	2	2	6	6	2	2	6	6	4	4
Ethernet	2	2	2	1	2	1	2	1	2	2	2
USB	4	5	4	6	6	4	5	6	6	6	6
Parallel	□	□	□	1	1	1	1	1	1	□	□
<b>Mass storage devices</b>											
Compact Flash slots	■	-	■	-	-	-	-	-	-	■	■
HDD	□	□	□	□	□	□	□	□	□	□	□
2nd HDD	□	□	□	□	□	□	□	□	□	□	□
FDD	□	□	□	□	□	□	□	□	□	□	□
CD/DVD	□	□	□	□	□	□	□	□	□	□	□
<b>Expansion slots <sup>1</sup></b>											
ISA	-	-	-	2	-	8/5	8/5	2	-	8/5	8/5
PCI	2	3	3	5	6	4/7	4/7	5	6	4/7	4/7
PCI-Express x16	-	-	-	-	1	-	-	-	1	-	-
AGP 8x4x	-	-	-	1	-	-	-	1	-	-	-
<b>Redundant P.S.</b>	-	-	-	-	-	□	□	□	□	□	□
<b>Operating systems <sup>2</sup></b>											
Win XP	□	□	□	□	□	□	□	□	□	□	□
Win XP Embedded	□	-	□	-	-	-	-	-	-	□	□

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<sup>1</sup> On demand, a 12-PCI/0-ISA configuration can be supplied on PRs 4030, 4031, 4091 and MERCURY 901.  
<sup>2</sup> All models are compatible with Linux.

INDUSTRIAL

MONITORS

STRENGTH AND  
AN EYE FOR DETAIL

STRENGTH AND  
AN EYE FOR DE-  
TAIL



Thanks to a wide range of mechanical solutions and formats, the INDUSTRIAL MONITORS by ASEM are always able to satisfy any need our customers may have.

# KEY ELEMENTS.

The panel mount models with aluminium or plastic front panel are complemented by the versions for 12" rack mount, desktop monitors and the new solution with arm attachment, which guarantees an IP65 integral protection of the enclosure and can be remote controlled from up to 50 meters. The range includes LCD displays with sizes from 12.1" to 19".



The MV15 monitor, with VESA attachment for IP65 arm installation, is the ideal solution for mounting on board machines in environments with dust and high humidity. Thanks to the removing system, the MV15 can be installed up to a maximum of 50 meters from the PC.

The MPxx model, thanks to the LCD cartridge integrated in the front panel and protruding outwards, has an extremely low depth: just 40 mm.

The MAxx and MPxx models can be requested also in their FrameLess version, i.e. without a front frame for rear panel mount.

All the models can be fitted with five-wire resistive touch screen; on MAxx, MPxx and MRxx the control interface can be serial (RS-232 or RS-422) or USB. Furthermore, as an alternative to the analog VGA input, it is also possible to request the DVI type.

A HUGE RANGE TO FIT ANY USE.

The range includes solutions that meet any requirement in terms of format, installation and materials while always ensuring maximum reliability. All the solutions feature an IP65 degree of protection for the front panel.



## MV15

MAXIMUM CONFIGURABILITY.

The new VESA mount industrial monitor stands out for its reduced depth, the total degree of protection IP65, the comprehensive configurations available and the highly integrated design. Available with a 15" LCD display with a five-wire resistive touch screen, the MV15 can be ordered to have an external keyboard and side control panels integrated with the system both aesthetically and functionally.



## MAXX

FOR MAXIMUM RELIABILITY.

This wall mount solution featuring a high contrast ratio and an excellent viewing angle, has a front panel made of aluminium alloy according to an oxidation process that makes it immune to electromagnetic disturbances and very resistant to aggressive agents. Available in TFT LCD formats from 12.1" to 19", it may come with a five-wire resistive touch screen with USB or RS-232 serial interface.



## MPXX

FOR MAXIMUM STRENGTH.

Front panel made of plastic resin that resists shocks and chemical agents and a nickered steel rear cell that guarantees electromagnetic shielding. Available in TFT LCD formats from 12.1" to 17", it may come with resistive touch screen.



## MRXX

A CLASSIC SOLUTION.

This solution, with simple 19" rack installation, has an aluminium alloy front panel that ensures great sturdiness also in harsh environments. Available in TFT LCD formats from 12" to 15", it may come with a five-wire resistive touch screen with USB or RS-232 serial interface.



## VISION

EXTREME VERSATILITY.

LCD desktop monitor, predisposed also for wall installation with 75 mm standard VESA mount. An ideal solution for non harsh industrial environments that require a convenient solution with a good quality/price ratio.

# SELECTION GUIDE

	MU15	MAXX	MPXX	MRXX	VISION
<b>Installation</b>					
VESA	■	-	-	-	□
Panel	-	■	■	-	-
Rack 19" (6U and 8U)	-	-	-	■	-
Desktop	-	-	-	-	■
<b>LCD size/resolution</b>					
12.1"	-	SVGA	SVGA	SVGA	-
15"	XGA	XGA	XGA	XGA	XGA
17"	-	SXGA	SXGA	-	SXGA
19"	-	SXGA	-	-	-
<b>Video input</b>					
VGA	■	■	■	■	■
DVI	□	□	□	□	■
<b>Touch-screen</b>					
Serial	-	□	□	□	■
USB	□	□	□	□	■
<b>Power supply</b>					
24 V/DC	■	□	□	□	-
220 V/AC	-	■	■	■	■

**Legend:**

VGA 640x480  
 SVGA 800x600  
 XGA 1024x768  
 SXGA 1280x1024

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# SPECIAL

# SOLUTIONS



Complete Custom Full – CPU 981 AGIE



Aesthetic Custom Light – OT1000 Eltex



Complete Custom Full – Console AGIE

## ASEM specializes in the following Custom Engineering services:

Design and development of microprocessor-based electronic boards, built around x86 and 32-bit RISC architecture;

Design and development of enclosures to be used with the electronics;

Design and development of complete hardware, firmware and software customisation systems.

## CUSTOM LIGHT.

The projects concern aesthetic customisations that do not involve changes in the standard product structure, and satisfy the typical needs of OEMs and System Integrators who want to offer the market their own solutions along with a homogenous brand representation.

**AESTHETIC CUSTOM LIGHT**  
Customisation of brand label and front panel film

**MECHANICAL CUSTOM LIGHT**  
Customisation of keyboard layout or thickness of the front panel

**ELECTRONIC CUSTOM LIGHT**  
Production of a different backplane and addition of communication interfaces

## CUSTOM FULL.

The projects concern the production of new platforms and integrated solutions developed according to customer specifications, while defining time schedules and production plans.

**MECHANICAL CUSTOM FULL**  
Production of new mechanical solutions developed on existing motherboards and electronic boards

**ELECTRONIC CUSTOM FULL**  
Development of new motherboards and electronic boards

**COMPLETE CUSTOM FULL**  
Complete design of a new solution

# CUSTOMER

# ORIENTED

ASEM is a leading company in the digital integration process. By simplifying its technology and making it usable, it guarantees its customers a perfect combination between **technological evolution** and **range continuity**, with a view to establishing sound and long-lasting partnerships.

ASEM's customer oriented philosophy focuses on constant attention to customers' needs, thanks to a comprehensive and qualified before- and after-sales service. All the internal process are devoted to our

customers' maximum satisfaction, which is the core of the entire business. The aim is to guarantee an excellent quality of the products and an operating flexibility to promptly react to the market's changing needs.



## QUALITY SYSTEM.



ASEM ensures product and process quality by systematically and rigorously adopting its own corporate management system for quality compliant with the UNI EN ISO 9001:2000 standard (VISION). The quality system introduced in 1999 is certified by Moody International Certification and is constantly updated to improve the effectiveness and efficacy of corporate operations.

## CUSTOMER CARE.

The Customer Care service is provided by a team of technical specialists that handle customers' needs immediately and clearly, not only by phone and via internet, but also through on-site visits and technical development courses.

To optimise the support and system repair process and minimise our response time, ASEM proposes some effective services:

### THE "HELP DESK PHONE"

service, accessed by dialling **+39 0432-967250**, active from Monday to Friday, from 8.30 am to 12.30 am and from 2 pm to 5.30 pm. A qualified technician provides an initial and prompt technical assistance service or starts the product return procedure (Return Material Authorization). Depending

on the customer's needs and type of support necessary, the call may be diverted to the **most suitable ASEM specialist**.

### WITH THE "HELP DESK ON-LINE" SERVICE

customers can access the ASEM Customer Care division directly on-line via the company website **www.asem.it**. This simple and straightforward tool allows customers to automatically request the technical assistance service and the RMA for the repair service, with the monitoring of the request status in real time.

In addition to these services, any request and hardware, firmware and software support can be communicated to the e-mail address **suptec@asem.it**.

## SYSTEM DEVELOPMENT ACTIVITIES.

ASEM assists its customers with a complete hardware and software consulting activity for Premium HMI® and CoDeSys applications. The company also offers a straightforward and effective firmware support service with the creation of ad hoc "images" of the operating system. The advantage lies in the reduced memory space necessary to install the operating systems (Microsoft Windows® CE, Windows®

XP and Windows® XP Embedded, Linux and OS real time applications), thus only maintaining those components that are essential for the correct operation of the industrial PCs and the integration with the main internal applications. As an exclusive advantage of the ASEM service, proprietary components can also be integrated on the basis of customers' specific needs.



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