

# LYNX SENYO PCS

## Positioning Card – March 2011



	LYNX SENYO NET PC Nettop PC	LYNX SENYO COMPACT PC Small Form Factor	LYNX SENYO MINI PC Mini PC	LYNX SENYO MED PC Medical Use	LYNX SENYO OFFICE PC Office PC	LYNX SENYO SILENT PC Silent PC	LYNX SENYO INDUSTRY PC Industrial Use
POSITIONING	 <ul style="list-style-type: none"> <li>   Small budget</li> <li>   Low power nettop</li> <li>   Monitor mountable</li> <li>   Entry applications</li> </ul>	 <ul style="list-style-type: none"> <li>   Small</li> <li>   Full PC performance</li> <li>   Upgradeable</li> </ul>	 <ul style="list-style-type: none"> <li>   Smallest</li> <li>   Stylish design PC</li> <li>   Monitor mountable / All-in-One PC</li> <li>   Full PC performance</li> </ul>	 <ul style="list-style-type: none"> <li>   Silent</li> <li>   Optimized for medical use</li> <li>   Suitable for direct patient environment</li> </ul>	 <ul style="list-style-type: none"> <li>   Powerful</li> <li>   Expandable</li> <li>   Easy to maintain</li> <li>   Easy to manage</li> </ul>	 <ul style="list-style-type: none"> <li>   Whisper silent</li> <li>   Below 24 dB(a)</li> <li>   Expandable</li> </ul>	 <ul style="list-style-type: none"> <li>   Extremely resistant</li> <li>   Industrial applications</li> <li>   Long lifetime</li> <li>   Interfaces diversity</li> </ul>
CUSTOMERS	Light PC users: <ul style="list-style-type: none"> <li>   Web</li> <li>   E-mail</li> <li>   News, chat</li> <li>   Videos, photos</li> <li>   SBC solutions (TC alternative)</li> </ul>	<ul style="list-style-type: none"> <li>   Commercial sectors</li> <li>   Finance &amp; insurance</li> <li>   Government</li> <li>   Customer care sector</li> <li>   Freelancers</li> </ul>	<ul style="list-style-type: none"> <li>   Reception areas</li> <li>   Salerooms</li> <li>   Designers</li> <li>   Call centers</li> <li>   Airports</li> <li>   Lounges</li> <li>   Exhibitions / fairs</li> <li>   Government</li> <li>   Freelancers</li> </ul>	<ul style="list-style-type: none"> <li>   Medical sector               <ul style="list-style-type: none"> <li>- Practices</li> <li>- Medical facilities</li> <li>- Hospitals</li> </ul> </li> <li>   Pharmacies</li> <li>   Treatment rooms</li> <li>   Laboratories</li> </ul>	<ul style="list-style-type: none"> <li>   Small to medium businesses</li> <li>   Government</li> <li>   Universities &amp; centres of education</li> </ul>	<ul style="list-style-type: none"> <li>   Conference rooms</li> <li>   Training rooms</li> <li>   Doctors &amp; practices</li> <li>   Finance &amp; insurance</li> <li>   Freelancers</li> </ul>	<ul style="list-style-type: none"> <li>   Manufacturing</li> <li>   Automotive</li> <li>   Machine engineering &amp; industrial systems</li> <li>   Chemistry</li> <li>   Energy</li> </ul>