

PRESS Release

DAVE Embedded Systems



DAVE Embedded Systems opens new office in Munich, Germany

Porcia, ITALY, May, 2015 – Eng. Stefano Dal Poz, CEO of DAVE Embedded Systems, one of the European leading companies in the embedded market, announced today that the company has opened a new office in Munich, Germany.

The new Munich office represents a further step in the company's ongoing strategy which aims to ensure German customers a closer and better service and support.

"The opening of the Munich office demonstrates that our German expansion program is accelerating" comments Mr. Dal Poz. "As we actively pursue more opportunities, the new Munich office will confirm our commitment in Germany creating better conditions and solutions for our clients".

Mr. Dal Poz continues: "We're delighted to offer customers a local Sales and Technical team dedicated to support our customers operating in Germany".

DAVE Embedded Systems' new Munich office is located at **Maximilianstrasse 13, Munich**. The office is located in the heart of Munich close to the Marienplatz metro station (S-/U-Bahn). It occupies the third floor of a striking modern building with plentiful light coming in from the large windows that overlook a restaurant and parking garage. The DAVE Embedded Systems' office is accessible by the station Kammerspiele (tram) and is located about 45 minutes from the airport.

Effective immediately, DAVE Embedded Systems is glad to announce that **Mr. Uwe Rüttgers** becomes the Sales Representative of DAVE Embedded Systems for DACH Region. Mr. Rüttgers will manage the Munich office, the local sales team and the coordination with the Italian headquarters.

"From the moment I spoke with DAVE Embedded Systems about this opportunity, I was intrigued by their commitment for the German market", says Mr. Rüttgers. "The company's spirit and will to work collaboratively across the company, and to understand clients' needs and to support them individually, are only a few of the points that made me excited to work with DAVE Embedded Systems".

Along with the office establishment, DAVE Embedded Systems decided to begin a fruitful technical cooperation with **Ingenieurbüro Dübon** located in Tübingen, Germany in the metropolitan area of Stuttgart. "We think that German customers will take benefit from this new relationship", says Mr. Dal Poz, "the local technical support will enhance the well known capabilities and experience of the Italian Support team thanks to a better understanding of customer requirements and needs".

Last but definitely not least, we also noticed that in the business world, good communication is important so we decided to improve our communication in Germany. Mr. Dal Poz continues: "Thanks to their huge experience in the German market and with DAVE Embedded Systems, our historical partner **Sunrise Systems** will continue working with us providing a high qualified support to all sales and marketing teams in Germany".





“DAVE Embedded Systems aims to be a solution provider for its customers. Within this new organization we have the possibility to reach this target” states Mr. Dal Poz.

Trademarks:

DAVE Embedded Systems

“DAVE Embedded Systems™” is a trademark of DAVE S.R.L. Other product or service names mentioned herein are the trademarks of their respective owners.

DAVE Embedded Systems based in Italy, was founded in 1998 as an engineering Services Company; devoted to designing highly complex embedded electronic systems from the concept to the end product.

From its inception and the years following, DAVE Embedded Systems has gained lots of expertise; other related know how and design capabilities to offer its customers the leading edge solutions in the embedded market. With its own manufacturing operations, DAVE Embedded Systems has been able to provide in a timely manner the CPU modules and Embedded Electronic systems to its customers.

website: www.dave.eu

Mr.Uwe Rüttgers

Sales Representative DACH Region

Since 1995, Mr. Rüttgers developed his professional experiences as sales oriented managing director in IT industry; focusing on industrial application in the area of security, network, hardware, electronic, telecommunication, RTOS, 2D/3D CAD including business with leading technology companies like Oracle, Windriver, Juniper Networks, Citrix, AMD; excellent personal contacts in mechanical engineering, electrical/electronic engineering, automotive industry– Mr. Rüttgers is certified in PMI and has been applying ASAP or similar methodologies for over 15 years – result in high quality project execution and delivery.

His roles as team or solution leader are typically “hands on” and he assists in the process design, system design, technical design, training preparation, and testing as well as go live support.

Mr. Rüttgers has experience in fast track and pre - configured implementations. He has also been in numerous teams with offshore development or offshore functional resources. He has participated in global template design and roll-outs in over 15 countries.

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Ingenieurbüro Dübon

In 2010 Dipl. - Ing. Matthias Dübon founded the engineering firm Dübon after more than 10 years of professional experience in research and development (including CAA AG, DaimlerChrysler, AVAT GmbH). The founder can draw on many years of experience in the fields of digital hardware and software development.

website: <http://www.ing-duebon.de/>

Sunrise Systems

Sunrise Systems develops, assembles and markets industry-standard, energy-saving, high-quality and robust products in the embedded area and lighting. Since 2010, Sunrise Systems cooperates actively with DAVE Embedded Systems in the DACH area promoting and supporting customers.

website: <http://www.sunrise-systems.de/>