

UNIQUE
MICRO
DESIGN



Engineering I.T. solutions

Unique Micro Design Pty Ltd (UMD) was formed in 1983 (around the time of the birth of the Personal Computer) by Engineering and Science graduates from Monash University in Melbourne. Focused on the design and manufacturing of microprocessor based devices and interfaces, the company quickly grew in size and stature and established itself as competent technologists and suppliers to professional systems integrators.

Today the company enjoys a well earned reputation in Australia and overseas not only for "Engineering I.T. solutions" and technical prowess, but also for it's professionalism and integrity in the way it conducts business.

UMD designs, manufactures, assembles, integrates and distributes; data capture, I.T. and bar coding technology products for a wide range of applications within commercial and industrial markets.

As a specialised distributor to the I.T. industry in Australia, UMD's policy is to continually maintain links with local and overseas vendors as well as key industry associations and institutions such as:

Australian Centre for Retail Studies - Monash University

Australian Industry Defence Network

Australian Industry Group

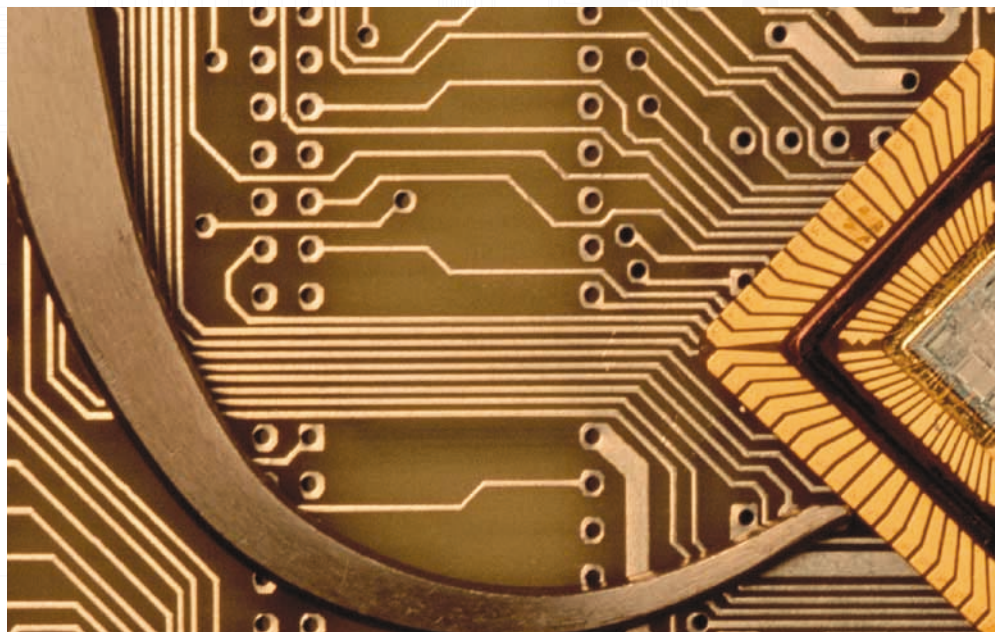
Monash University Alumni's - Engineering and Marketing

The Australian Retail Association

The Automatic Data Capture Association

History

*We are
technologists
and suppliers to
Professional
System Integrators
within the
commercial
and
industrial
markets*



Our philosophy of “Engineering I.T. solutions” reflects our ability to combine microelectronic design with customisation, procurement, distribution and services to satisfy our customers needs.

This has enabled UMD to also develop over the years, viable business partner programs; as well as knowledge bases, facilities and methodologies to ensure we can provide and support a dynamic range of products and services for markets such as:

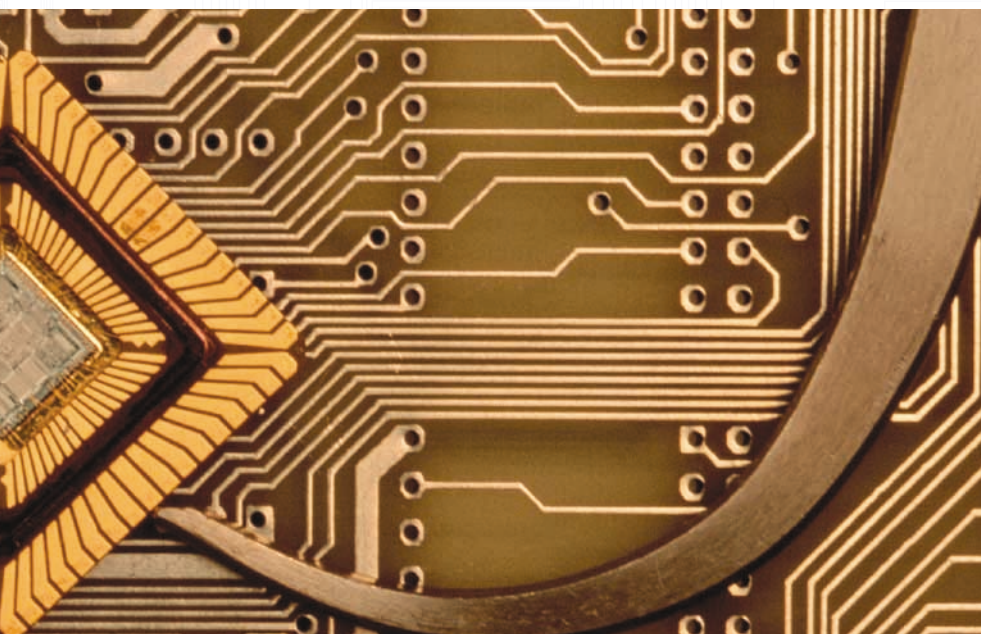
- Retail
- Hospitality
- Industrial
- Logistics and Warehousing
- Defence
- Banking
- Software Services

To assist the I.T. professional with the various aspects of the integration process, the company has a number of complimentary Divisions, which focus on various application areas within the above markets:

- Information Technology Division
- e-Commerce Division
- Engineering Services Division
- Service & Maintenance Division
- Technology Integration Division

Engineering I.T. solutions

*It is our innovative
application of
engineering and
scientific
principles, along
with professional
administrative
procedures
which enable us
to generate cost
effective & timely
solutions for
“The Customer”*



Information Technology

The I.T. Division is responsible for the distribution and support of our specialised I.T. hardware products. It also provides advice and guidance to our reseller network on the acquisition of equipment, software and services. By offering an extensive range of quality, cost effective products and services we are able to meet the discerning needs of today's customers.

The product offerings address a multitude of applications within the commercial and industrial markets such as Retail Point of Sale, Warehousing RF systems & wireless infrastructures, Mobile computing, Interfacing computer peripherals and controllers, Industrial process control and Consumables supply.

Our product groups include: bar code readers, cable assemblies, cash drawers, cheque readers, computing devices (handheld, palm, stationary & vehicle mounted), computer peripheral accessories, consumables, customer displays, customised terminals, interface converters, integrated POS systems, specialised & customised keyboards, magnetic card readers, modems, smart card devices, software for specialised applications, specialised monitors, specialised printers (bar code, POS, portable), ProtoLink® products, touch screens and wireless infrastructures.

The ability to supply and modify products to reflect a customer's unique requirements is an acclaimed UMD trait, and continues to enhance our reputation as a leading supplier in both the Domestic and International I.T. markets.



*...any solution
must comply
with these
essentials;
it must be
Technically
Feasible,
it must be
economically
viable
and
Culturally
Acceptable*

Technology Integration

Working in conjunction with our other divisions, the Technology Integration Division provides support and a range of professional technical services to systems integrators who need assistance with integrating our technologies. This Division specialises in the areas of mobile computing, network integration, wireless infrastructure and industrial systems. These services constitute an essential element in establishing the credibility and economic viability of a solution proposal for both the end customer and the systems integrator.

e-Commerce

Our e-commerce Division was created to provision and facilitate the integration of electronic payment technologies within various business areas such as:

- Back office
- Dial in services
- Internet
- Point of sale
- Point of service (e.g. mobile computing, kiosk and vending machines)

This division has since evolved into CardGate.net Pty Ltd, a sister company to Unique Micro Design and a preferred supplier to the Commonwealth Bank of Australia.

It provides the following electronic payment products and services:

- credit card payment gateway for real-time authorisation and transaction processing
- EFTPOS integration middleware
- credit card transaction service for internet merchants
- credit card transaction service for mail order/telephone order merchants.

CardGate.net makes it easy for system integrators and small to very large enterprises to integrate electronic payment solutions to their batch, call centre, interactive voice response, point of sale and online purchasing business processes. CardGate.net continually develops enhancements to it's product range addressing such areas as: multi-merchant management, monitoring, reporting and transaction security. For further information visit our web site: www.cardgate.net.



Solutions for...	...internal to corporate environment...
	...external to corporate environment...
	...between the corporate environments...

In choosing to implement such strategic technologies, many companies face the tedious but important and time-consuming process of:

Identifying - appropriate suppliers; are they stable, reliable and will they provide support?

Reviewing - the product offerings to determine price/performance.

Assessing - operational suitability; is the solution compatible with our systems and HR environments?

Implementation - installing the solution, contingency planning and staff training.

Support - obtaining support level agreements; in regard to hardware maintenance, spare parts, product/system updates & documentation.

Engineering Services

The Engineering Services Division is the 'kernel' of UMD and has established the company's reputation for quality and innovative solutions. Principal to the maintenance of this reputation is the continual application of our innovative Engineering know-how and R&D methodologies.

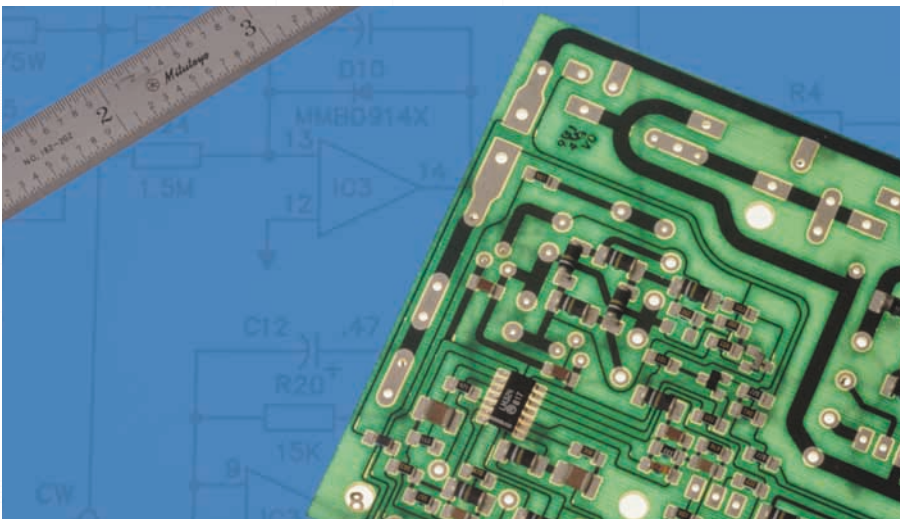
By implementing these principles throughout our manufacturing facilities, the division is very adept at designing and customising microelectronic products to meet customers specific needs on time and on budget.

One such innovation is the UMD ProtoLink® technology platform, which is the basis of many UMD designed products.

ProtoLink® is an extremely versatile range of electronic modules and interfaces that can be configured to meet a large range of Interfacing applications, e.g. keyboards, terminal devices, interfaces, protocol converters, turnstile controllers, ticketing and entry systems, data logging, industrial systems etc.

The ability to render customers solutions in a cost effective, innovative and timely manner continues to be the primary focus of this important division.

By networking with other technology companies, conducting research into new technologies and establishing excellent relationships with suppliers and manufacturers, the division continually contributes to the growth of the Australian I.T. industry.



Engineering

*The
profession of
applying scientific
principles to
the design,
construction
and
maintenance
of...*

By utilising the Division's services, these issues can be addressed with confidence and commercial systems integrators are also able to enhance their product offerings, extend their presence into other profitable markets and expand their customer base.

The Division's services include; site surveys, implementation planning, on-site training, and consultancy about all aspects of Network Integration including auditing, designing and security of Wireless Networks.

Service & Maintenance

The Service and Maintenance Division provides quality after sales support by establishing and maintaining a national Service Provider Network Program, provisioning spare parts and providing a range of support products. The purpose of the Service Provider Network Program is to recruit, continually support and promote those companies that wish to provide professional after sales services in the form of product support, hardware maintenance, installation and training of UMD supplied equipment.

The program operates in Australasia and has set down compliance standards for product support, on site service and service centre maintenance. Specific product and service training is provided along with certificates of competence to ensure compliance with these standards. The participating companies are also acclaimed as either Service Providers or Independent Service Providers.

Our Service and Maintenance Division also operates a technical support and return to base service centre that forms part of the UMD Service Provider network.

The division provides impressive turn around times by utilising it's own Internet based "On - line Service System" which provides customers with an efficient method for returning products to UMD for servicing and maintenance.

The system allows customers to view information on the status and details of their returns including dispatch tracking.



**Help with
Developing
the solution
by...**

- ...selecting the right products...**
- ...integrating the right products...**
- ...network integration...**
- ...planing & implementing the right solution...**
- ...ongoing after sales support...**
- ...training your people to use it...**



The UMD Find-I.T. Service (F.I.T.S.)

F.I.T.S. is a FREE service provided by our consultants and is both transparent and accountable in the sourcing of solutions for your Information Technology and Data Entry requirements.

The company's extensive reseller networks of Systems Integrators, Dealers and Service Providers constitute F.I.T.S.

Our consultants will assist you by:

- Discussing with you your requirements and developing a brief.
- Keeping your confidentiality and maintaining your anonymity.
- Identifying appropriate solution providers within our networks.
- Introducing to you, depending on your requirements, one or several potential solution providers for your consideration.

The service has a win-win orientation as it not only provides quality information for the potential purchaser, but also qualified commercial opportunities for members of our reseller networks.

www.umd.com.au/solutions

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