



FOR IMMEDIATE RELEASE

Noser DROIDcontrol Merges the Best of Android Mobile and Embedded Technology for Industrial Applications, Healthcare, Public Transportation, Energy, Automotive and the Digital Home

Noser Engineering, Android Pioneers and Embedded Technology Veterans Launch DROIDcontrol the Next Generation Android based ICA Solution at Embedded World, Nuremburg, Germany

Winterthur, Switzerland - March 2, 2010 - Noser Engineering, Inc. is a founding member of the Open Handset Alliance (OHA), contributor to the Android Core Libraries and innovation driver within the Android value chain. With the launch of [DROIDcontrol, which appears to be a world first Android based ICA \(Instrumentation, Control, and Automation\)](#) solution, Noser introduces Android to the global embedded community it has been a part of for more than 25 years.

Recent predictions coming out of [Mobile World Congress in Barcelona by GSMA the global mobile industry association](#) last month anticipate embedded mobile will create a world of connected objects. Beyond mobile phones and personal computers, connected objects will consist of meters and measuring devices of all kinds for energy or healthcare for example and dispensers of all types of liquids from gasoline to coffee. Cameras, photo frames, printers and basically any device which measures, calibrates, controls or communicates can ultimately be connected to a mobile network. Estimates range from 20 to 50 billion devices on mobile networks globally by 2020.

[DROIDcontrol](#) provides device manufacturers, industrial engineers and embedded strategists with the connectivity, multimedia and open source advantages inherent to the Android operating system rapidly and affordably.

“Android is an excellent choice for ICA embedded technology enabling the full range of multimedia, i.e. browser, video, MP3, telephony and email all royalty free” commented Daniel Bruengger, General

Manager, Noser Commercialization for Android. “DROIDcontrol provides a high quality, affordable and customizable market ready Android solution within weeks rather than months or years.”

[DROIDcontrol](#) will be demonstrated at **Noser Engineering Hall 11 Booth Number 115** at [Embedded World, Nuremberg, Germany](#) March 2-4, 2010.

About Noser Engineering

As founding members of the Open Handset Alliance, contributors to the Android Core Libraries and Compatibility Test Suite, Swiss based Noser Engineering, Inc. accelerates Android projects to market by delivering high quality, Android solutions and expertise to OEM’s and ODM’s, Operators, Application Developers and the Semiconductor and Embedded industries. With multi-disciplinary expertise across Linux®, Microsoft®, Java®, Android and System Testing, Noser provides software engineering for both embedded and mobile solutions. The Noser Group of companies reported sales of 98 million Swiss Francs in 2008. For more information: www.nosertomarket.com

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