

## FOR IMMEDIATE RELEASE



**Samsung Australia selects Ultra Mobile PC Partner**  
Distributor Tegatech Australia gets Official Approval for Samsung Q1

**Sydney, September 29<sup>th</sup>, 2006** – Tegatech Australia, a leader in the Ultra Mobile PC space, has today been given Official approval to distribute the Samsung Q1 to its channel of Authorised Resellers. In a move seen as strategic for Samsung the new partnership is designed to leverage off of Tegatech Australia's key focus in the region – the Tablet.

"Our commitment to Distributing Tablet PC hardware in Australia and NZ has brought us to this point," said a Tegatech representative. "We're excited about the role and are placing as many resources available to ensure its success. The fact that the role has been given to us is a huge plus."

Meanwhile Samsung is reported to be pleased with the decision as the Q1 Ultra Mobile PC (UMPC) still remains a fairly misunderstood product within the industry. Given the penetration that Tegatech Australia has in the Tablet PC market, Samsung is looking to leverage off of that and establish a solid presence for the Q1 device.

Tegatech has held key talks with National Sales Manager for Samsung Australia, Joe Serra, and is pleased with the outcomes. While Tegatech will not have access to much of the Samsung IT range Mr. Serra has asked for a concentrated focus from Tegatech towards the Q1 and the Reseller Channel.

"We understand the product and have a growing channel of Authorised Tablet PC Resellers with proven track records; they are innovative and proactive with their solutions. The Q1 not only provides a pleasant user experience but it can increase productivity too," Tegatech said. "With our commitment to the Resellers, and the Samsung Q1, we can help ensure that UMPC is in fact a success downunder."

### **About Tegatech Australia**

Tegatech Australia is the only Tablet PC specific Distributor in the Australia/NZ marketplace. By focusing so heavily on the Tablet PC form factor Tegatech has enhanced the Reseller experience via a commitment to training and support. Close ties to Microsoft creates a synergy that allows resellers to grow and enhance their presence in the Tablet space.

Established in 2003 Tegatech is now seen as a market leader in the Tablet PC arena. By targeting resellers-only Tegatech has grown from strength-to-strength. Via strategic reseller partnerships that focus on vertical markets, and the corporate sectors, Tegatech is creating a groundswell of interest. Current Tablet successes include the Australian Institute of Sport (AIS), National Australia Bank (NAB), TAB Corp and more.

For further information about Tegatech Australia or the Samsung Q1 UMPC please contact Tegatech on tel: + 61 2 9400 5666 or visit the website: [www.tegategatech.com.au](http://www.tegategatech.com.au)



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