

Breakthrough order from Europe's biggest optician chain. MultiQ obtains first major order from Italy.

MultiQ has received an order for 400 flat monitors from BIC IT Components, one of the company's distribution partners on the continent of Europe. The monitors are to be delivered to 31 of the 600 shops in the Pearle Optician Chain, the largest in the European market. The order is the first of its kind for MultiQ in Italy. The monitors are specially designed to sharpen the profile of an optician's shop. The shops are scattered throughout Germany, the Netherlands, Belgium, Austria and Italy.

Through its distribution partner BIC IT Components, MultiQ has obtained an order for 400 specially designed flat monitors to be placed in the shops of an Italian optician chain. The monitors will be used both for optical testing and at cash registers. Among the decisive factors in the choice of MultiQ's monitors were their attractive design, high quality, adaptability to public settings, potential for special design and low emissions. The 31 Italian outlets are part of the 600-shop Pearle Optician Chain, Europe's largest. There are plans to invest in new monitors for the other shops as well.

According to Jonathan Nilsson, CEO of MultiQ International AB, "This is a breakthrough order for us, even though it represents only a small percentage of next year's revenue. It is the first order we have obtained by means of the structured new way we are operating in Europe. Based on the niche strategy we have developed this year, we do not compete head-on with the mass producers of flat monitors. The dramatic increase in prospective customers confirms the success of our new approach. MultiQ's concept is very strong in retail outlets and other public settings right now."

New niche strategy bears fruit

All of MultiQ's flat monitors, flat panel computers and thin clients are exceptionally sturdy. As a result, they are perfectly suitable for checkout lines, production sites, and public settings. Part of the unique and powerful concept is the ability of businesses to adapt MultiQ's products to their own logo, design, and colors. The company's sales stem increasingly from specially designed products and less from standard monitors. That is part of MultiQ's intentional strategy of utilizing its particular know-how to provide solutions for those who are not satisfied with standard products.

Photos of MultiQ's products and management team may be downloaded in JPEG format from the Press Centre/Photo Gallery pages of the company's web site: www.multiq.se.

For additional information on MultiQ, please contact:

Jonathan Nilsson, CEO of MultiQ Products AB
jonathan.nilsson@multiq.se
Phone: +46 40 14 35 38, Fax: +46 40 14 35 01 Cell phone: +46 709 743538

Facts about MultiQ:

MultiQ was established in 1988. The company now manufactures LCD monitors for desktop computers, flat panel computers (FPC, with the processor built into the flat monitor) and thin clients. MultiQ, which posted sales of SEK 88 million and employed 35 people in 1999, is quoted on the O-list of the Stockholm Stock Exchange. You are welcome to look at examples of specially designed monitors on MultiQ's web site, as well as design your own monitor based on the setting for which it is intended.

.....