



FOR IMMEDIATE RELEASE

New AMREL Channel Speeds Acquisition of Unmanned Innovations

El Monte, CA (April 5, 2010) – American Reliance Inc. (AMREL), developer of customized interoperable solutions, announced a breakthrough in the early identification, validation, acquisition, and distribution of innovations for unmanned systems.

AMREL has added Flexpedient™ capabilities to its well-known ROCKY rugged computers. The patent-pending Flexpedient technology enables application modules to be hot-swapped by deployed personnel without any special tools.

“The Department of Defense (DoD) has already shown interest,” reported Michael Castillo, Senior Application Architect (Robotics) for AMREL. “The ability to exchange radio applications in the field has tremendous implications for interoperability, especially for Operator Control Units (OCUs) of Unmanned Systems.”

However, Flexpedient’s real value may be as a channel in the quick adoption of new technologies, a burning topic for today’s military. Many people think that the only way that the US Defense Forces can keep their qualitative edge is by radically shortening the development cycle of new weapon systems.

“Flexpedient gives the DoD the best of both worlds,” states Mr. Castillo. “They can place the latest technology into a swappable module, which is then utilized in a proven ROCKY system.”

By providing an established platform for proprietary innovations, Flexpedient is a boon for newer companies trying to break into the competitive military market. Since new developers are no longer responsible for the entire solution, they can quote the lowest possible price point.

Also, system integrators are less reluctant to early adopt. This was evident at the Second Annual OCU Pros Forum held by AMREL at the Ground Robotics Capabilities Conference in Miami.

“Along with smaller, leading-edge companies, we had major players like John Deere, Foster-Miller, iRobot, Boeing, Lockheed Martin and others,” reported Mr. Castillo. “Once everyone understood how easy Flexpedient made integration, strategic partnerships started forming left and right. Once, in just a span of 15 minutes, I saw \$18 million worth of orders placed.”

To learn more about Flexpedient Solutions, visit www.commoncontrolnow.com.

To see what you missed at the Ground Robotics Capabilities Conference, visit www.commoncontrolnow.com/Events.asp.

ABOUT AMREL

American Reliance Inc. (AMREL) designs and manufactures small-footprint, highly integrated, rugged mobile computing solutions for OCUs. Our modular single solution approach minimizes peripheral devices, the total



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cost, as well as space and weight requirements. Quickly and easily modified, a single OCU can command and control a wide array of Unmanned Systems.

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