# SolidRun Ltd. and A.S.D Jointly Announce Strategic Business Merger

**Tel Aviv, January 29, 2025** — SolidRun, a global leader in embedded systems and network solutions, and A.S.D - Alexander Schwartz Developments, a prominent developer in embedded, IoT, and life science technologies, are thrilled to announce a strategic business merger. As part of this merger, A.S.D's products will continue to be manufactured, supported, and further developed under the SolidRun portfolio, enabling access to a broader customer base.

"This merger unites the strengths of both companies, aiming to deliver cutting-edge technology and innovative solutions to a broader global audience. By joining forces, SolidRun and A.S.D are poised to accelerate innovation, enhance product offerings, and deliver exceptional value to customers worldwide," said Alexander Schwartz, founder of A.S.D.

Dr. Atai Ziv, SolidRun's CEO, added, "The integration of A.S.D's groundbreaking IoT and life science product lines with SolidRun's robust portfolio of embedded systems and network solutions will empower the organization to provide even more comprehensive and innovative solutions to its customers. Our combined expertise and resources will allow us to lead advancements in embedded technology, Internet of Things, and life sciences. This merger is a significant step forward in meeting the evolving needs of our clients with unmatched precision and innovation."

As part of this merger, Alexander Schwartz will take on a pivotal role, leading the combined embedded business line. His extensive expertise and visionary leadership will be instrumental in driving the next phase of growth and innovation for the merged entity.

Stay tuned for more updates and exciting developments as SolidRun and A.S.D embark on this transformative journey together.

## About SolidRun

SolidRun is a global leader in developing embedded systems and network solutions, focusing on a wide range of energy-efficient, powerful, and flexible products. Its innovative compact embedded solutions are based on Arm® and x86 architectures and include a variety of platforms such as System-on-Modules (SOMs), Single Board Computers (SBCs), and industrial mini-PCs. SolidRun offers a one-stop shop for developers and OEMs, providing a complete service from hardware customization to software support and even product branding and enclosure design. With a mission to simplify application development while overcoming deployment challenges, SolidRun proudly provides customers with faster time-to-market and lower costs.

For more information, visit the SolidRun website: https://www.solid-run.com/

## About A.S.D

A.S.D is a boutique design house and technological consulting firm with more than two decades of experience developing game-changing embedded products. A.S.D's line of life science products has set a new standard in wildlife research, enabling researchers to pursue topics that were previously impossible to study.

For more information, visit the A.S.D website: https://www.asd-tech.com/