

GreenBridge Computing saves retailers 80% on enterprise hardware, unveils collaboration with Microsoft Retail Experience Center

- *\$99 zero-client reduces enterprise hardware costs by 80%*
- *Windows-powered device replaces desktop PCs for Fortune 500 clientele*
- *Launch marks expansion of Windows MultiPoint Server into enterprise arena*

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FOR IMMEDIATE RELEASE

New York, NY (January 13, 2014) — Today at NRF, [GreenBridge Computing](#) has announced a solution that is transforming cost optimization for retailers.

The device, [The HUB 400 zero client](#), reduces enterprise hardware costs by 80 percent by replacing conventional desktops. Unlike PCs or thin clients, the devices have no processor or operating system, yet deliver performance commensurate with a PC, at a fraction of the cost.

The HUB 400 connects to the network via a standard Ethernet port. When networked to a server or even a standard i7 PC, enterprises can run up to 20 completely independent Windows 8 workstations per PC. Windows MultiPoint Server 2012 serves as the base operating system, which can also deploy as a virtual machine, managed via Microsoft Hyper-V.

GreenBridge and Microsoft have already deployed Windows MultiPoint Server and zero client workstations in tens of thousands of terminals worldwide. Until now, the solutions have focused on the K-12 education space. Today's announcement empowers retailers with cost savings benefits previously only enjoyed by education customers.

In addition to the substantial capital savings, retailers will enjoy increased ease of manageability, with fewer devices to administer, as well as significant energy savings. The GreenBridge zero clients also feature high-availability, via auto-failover that keeps terminals running in the event of a server outage.

The value proposition has elicited an ardent response from leading retailers following a recent unveiling in the Microsoft Retail Experience Center.

"The HUB 400 is a solid option for retail environments," said Marty Ramos, Chief Technology Officer, Microsoft Retail Experience Center. "GreenBridge Computing's solution has generated enthusiastic responses from Fortune 500 CIOs who are looking to reduce their distributed computing costs for stores and move to Windows 8."

The announcement of the new GreenBridge product coincides with the NRF "Big Show" in Manhattan.

"Retailers are under unrelenting pressure to drive profitability," said David Yunger, CEO of GreenBridge Computing. "We are seeing enterprises able to immediately cut their hardware costs by 80 percent, while upgrading their IT architecture. We are delighted to announce the expansion of our work with Microsoft and help retailers enjoy the same benefits we have seen for years in the education arena."

Visitors to this year's NRF show can see *The HUB 400* in action at Microsoft's booth, # 2703.

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About [GreenBridge Computing](#)

GreenBridge Computing are the global experts in desktop virtualization for retailers, specializing in Windows MultiPoint Server solutions. Our unique zero client devices deliver a rich PC experience, with all the economic benefits of private cloud, at a fraction of the cost. To learn how retailers are cutting their hardware capital costs by 80 percent, visit www.msultipoint.com.