



## Multimedia Computer Systems Ltd.

Company	Industry	Contact
<b>Multimedia Computer Systems Ltd.</b>  Aranleigh House, Aranleigh Court, Rathfarnham, Dublin 14.	Information Technology/ Electronics	Mr. Paul Maher  Tel. 01 493 0514 Fax 01 494 3885 Email: micropro@indigo.ie

### Company Activities

Multimedia Computer Systems Ltd. specialise in the design and manufacture of computer systems, software packages, networking and peripherals. They currently manufacture MicroPro™ PCs and servers, which have a number of environmental design criteria. The company also repair and maintain computers and printers which extends their operational lifetime. the company is currently developing an Environmental Management System to ISO14001.



MicroPro™ PC.

## Environmentally Superior Products Project

Under the ESP initiative, Multimedia Computer Systems Ltd. assessed the environmental, technical, legal, marketing and cost implications of further "greening" the MicroPro™ design. The re-design is based on the following concepts:

- Extending the operational life of the hardware via an upgradeable chassis with modular interface port design.
- Using raw materials and assembly techniques to increase the recycling and reuse options at end of life.
- Increasing energy efficiency.

The ESP project incorporated the following elements:

- A Life Cycle Assessment of the current MicroPro™ design was conducted to identify and assess the opportunities for further reducing the environmental impact of the product.
- A comprehensive review of the environmental performance of competing PC manufacturers was conducted to determine the existing status of the market.
- A review of customer requirements including

environmental performance of PCs was conducted.

- Compliance with the EU Eco-label for PCs as well as future legislative obligations e.g. the draft directive on Waste Electrical and Electronic Equipment (WEEE) were assessed.
- The technical and cost implications of the proposed opportunities for further reducing the environmental impacts of the product were determined.



**Project Consultants**

EMA International, Michael Brophy  
 Village House  
 Cork Street, Dublin 8  
 Tel: 01 661 3120

On conclusion of the project the MicroPro™ system design has many technical and commercially feasible environmental attributes and compares favourably with the EU eco-label specification for PCs. The environmental attributes of the MicroPro™ redesign is seen as business critical and a market advantage, in light of forthcoming EU legislation on reducing the environmental impacts of electronic equipment e.g. (WEEE). It is anticipated that compliance with this legislation as well as possession of an EU Eco-Label will differentiate the company from its many larger competitors and help gain market share.



MicroPro™ PC.

