

# Performance and Silence with Elegant Style

**Modular Intel® NUC Element products simplify design and manufacturing for Bleu Jour, enabling channel partner OCTO IT to deliver high-quality, robust mini PCs that look good in any environment**



“Bleu Jour has developed a perfect creative computing solution for Octo IT that showcases the value of Intel NUC Compute Elements; performance, quality, modularity, flexibility in a compact form factor. What’s not to love?”

—Brian McCarron, VP and GM,  
Intel NUC Group

Intel® NUC Element products are a family of interchangeable, prequalified building blocks—compute, boards, and chassis—for creating mini PCs and other innovative solutions through modular computing. Modular computing with Intel NUC reduces research and development (R&D) and simplifies assembly and test, accelerating time to product launch. Manufacturers can get their products to market faster, so channel partners can quickly deploy their high-performance solutions.

IT component designer and manufacturer, Bleu Jour, is a leading provider in Europe of mini PCs built with Intel NUC Element products. German solution provider, OCTO IT, part of the Novellus group, supplies client PC solutions to customers in specialty retail and industrial markets. In 2021, OCTO IT became a channel partner of Bleu Jour, selling its Intel NUC Element product-based Mini PCs to customers.

## Accelerating Design with Modular Computing

Modular Intel NUC Element products speed design, build, and service of high-performance mini PCs, digital signage solutions, and other systems. Intel NUC Element products are designed for quick assembly into mini PCs that only need storage, memory, and an operating system. (Some Intel NUC Compute Elements come preloaded with memory.) Pre-qualified and tested by Intel, the components help simplify inventory management and reduce parts warehousing volume and costs for manufacturers.

Robust and interoperable Intel NUC Elements offer end customers easy upgradeability paths. Upgradeability helps manufacturers and channel partners retain long-term customers who want to keep up with technology enhancements as they become available without upgrades of entire platforms across the company. For example, some Intel NUC boards are designed to support multiple generations of Intel® processors in Intel NUC Compute Elements. Simply swapping an earlier generation Intel NUC Compute Element with a later model gives customers next-generation capabilities.<sup>1</sup>

## Elegant by Design – Bleu Jour WAVE Puts Style and Performance in a Compact Package

Established in 2002 and based in Toulouse, France, Bleu Jour is a leading custom designer and manufacturer of IT products for a wide range of markets. Their fanless, stylish mini PCs are used for office productivity, gaming, CAD/CAM design, and other uses. The Bleu Jour KUBB fanless Mini PC was awarded the 2021 Red Dot Design Award. Bleu Jour Mini PCs can be found across Europe in small-medium business, healthcare, manufacturing enterprises, and more.

Bleu Jour design and build products with unique features and style based on markets they want to penetrate, such as healthcare/clinics. WAVE is the company's latest mini PC brand of high-performance, robust, and stylish compact PC solutions built on Intel NUC Element products.

“We offer highly customized middle to premium mini PCs,” said Jean-Christophe Agobert, Bleu Jour founder. “We can deliver unique colors, stylized logos, and other distinct features to individualize the product for each customer.”

Bleu Jour has been building mini PCs on Intel NUC Element products for several years. The WAVE is built with Intel NUC 11 Compute Element and can be easily upgraded to the next generation Intel Compute Element.

Fitting with Bleu Jour's design focus, the WAVE is a fanless system, architected to provide performance while efficiently distributing and exhausting heat. Its unique WAVE shape is integral to its cooling.

## Intel NUC Element Products Accelerate Time to Launch

“Intel NUC Elements allow us to develop a robust, high-performance solution quickly,” added Agobert. “It also allows us to offer future-proofing to the customer through upgradeability.”

Design concept to launch typically takes about four months, because they already have the core compute components available. Additionally, with the small form factor of Intel NUC Element products, mini PC footprints do not take up much room. The low power consumption of the modular components means that fanless designs can be robust and built small. The WAVE is only 12x12 cm.

WAVE has been in the market for about a year. Its chassis is CNC fabricated from a single aluminum block. With its unique look, first-time buyers are usually quite surprised when they see it.

## Performance, Robustness, and Availability Are Winners for OCTO IT Customers

Part of the Novellus IT solutions groups, OCTO IT provides a range of client products supplied by manufacturing partners around the world. With pandemic-created supply chain challenges, OCTO IT searched for innovative solutions and suppliers to meet their customers' needs. Customers were asking specifically for Bleu Jour products.

OCTO IT sells mid- to high-end PC solutions primarily to specialty retailers and industrial operators, rather than consumers. Customers choose OCTO IT because of product availability, their dedicated client support, strong ecosystem partnerships, and expertise in end-to-end IT infrastructure solutions through Novellus.

With increasing demand by customers for Bleu Jour products, OCTO IT included WAVE and other Bleu Jour systems in their product lineup. WAVE products are covered by a five-year warranty and offer a high-class product design with advanced technical capabilities. It is fast, yet fanless, so it is powerfully silent. The WAVE robust design means it can be used in industrial settings without problems due to dust intrusion.

OCTO IT customers have expressed great satisfaction with WAVE. First-time buyers often come back to purchase additional systems.

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“When we first heard about the Intel NUC Compute Element and learned more about its capability, we quickly decided to adopt it and use it to create custom and easy upgradable mini PCs for our customers. The Intel Compute Element is yet another great innovation.”

—Jean-Christophe Agobert, President, Bleu Jour



Intel® NUC Compute Element

Intel® NUC Board Element

**Performance and Silence with Elegant Style**



“The quality, performance, and reliability coupled with the compact design makes the Intel NUC the top product in its class.”

—Mr. Carsten Huwer, CEO, OCTO IT

**Learn more**

Learn more about Bleu Jour products at [www.Bleu Jour.com/en/home](http://www.Bleu Jour.com/en/home)

Explore OCTO IT solutions at [www.octo-it.de](http://www.octo-it.de)

For details on Intel NUC Compute Element product family, visit [intel.com/content/www/us/en/products/details/nuc/elements.html](http://intel.com/content/www/us/en/products/details/nuc/elements.html)



1. Refer to the appropriate Intel NUC Element SKUs and specifications for interoperability across generations.

Intel technologies may require enabled hardware, software, or service activation. No product or component can be absolutely secure. Your costs and results may vary.

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