

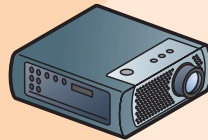
Projecting New Market Opportunity – LCD Projectors on the Net



“By incorporating Lantronix networking technology, we anticipate that new market opportunities will open up for Hitachi as customers realize the freedom and versatility this technology allows.”

**PETE DENES,
DIRECTOR OF
SALES FOR
HITACHI AMERICA,
DIGITAL MEDIA
DIVISION**

The convergence of audio/visual and IT technologies is becoming more and more common as the needs of both these markets continue to evolve. By combining leading technologies from these two areas, a new breed of advanced products is produced that meets the changing needs of customers, while opening up new opportunities for developers on both sides.



Audio Visual

CHALLENGE Hitachi wanted to enhance and differentiate its LCD projectors with network management solutions.

SOLUTION As a member of Hitachi’s Certified Solution Program, Lantronix paired wired and wireless device networking products with Hitachi’s projector management application software to provide state-of-the-art networked projectors.

BENEFIT By incorporating the company’s software with the full networking capabilities of Lantronix products, Hitachi now offers LCD projectors that are network-enabled giving them an important advantage in the professional audio/visual market.

Hitachi America, Ltd., a subsidiary of Hitachi, Ltd., markets and manufactures a broad range of electronics, computer systems and products, and consumer electronics, and provides industrial equipment and services throughout North America.

THE SITUATION: HITACHI WANTED TO PROVIDE CUSTOMERS REMOTE MANAGEMENT CAPABILITIES FOR PROJECTORS

The Digital Media Division of Hitachi America, Ltd. supplies high-performance multimedia products to OEMs, value-added resellers, system integrators and distributors. The division’s products include LCD projectors.

In order to enhance its line of LCD projectors, Hitachi wanted to offer its customers a means to manage their solutions remotely over a network or the Internet. Though network-enabled projection could definitely give Hitachi’s product line a competitive edge, the company required proven technology to provide customers with this connectivity.

THE SOLUTION: A PAIRING OF LANTRONIX DEVICE NETWORKING PRODUCTS WITH HITACHI SOFTWARE

In order to provide full network management, Hitachi utilized its own free downloadable PJ Man™ (Projector Management Application) software v3.0 along with device networking products from Lantronix. While PJ Man allows users to manage, control, diagnose and schedule events for an individual or group of projectors, the Lantronix device servers enable users to remotely monitor and manage the projectors over a network or the Internet.

Using a method called serial tunneling, Lantronix UDS device server encapsulates data from the projector into packets and transports it from the projector's serial port over Ethernet. This provides Hitachi users a simple and cost-effective way to leverage the power and flexibility of the Internet to manage their equipment.

For situations where wireless connectivity is needed, the Lantronix WiBox™ enables Hitachi's projectors to be managed via 802.11b wireless networks. The WiBox simplifies connectivity to projectors where cabling is prohibited or more mobility is required.

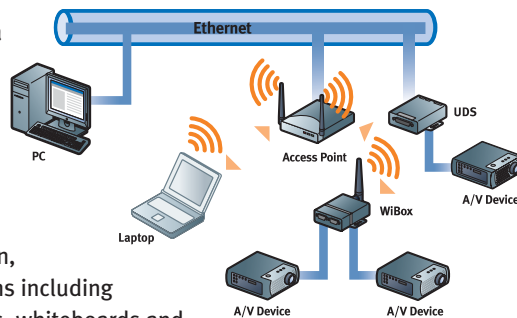
Because cabling is not required to network the projector, the flexibility and power of WiBox offer Hitachi customers a huge cost saving potential. Serial RS-232/422/485 flexibility, WEP security, robust data handling capabilities and high serial speeds are all standard.

THE RESULT: IMPROVED EFFICIENCIES FOR HITACHI LCD PROJECTOR USERS

Equipped with enhanced network capabilities, the LCD projector line from Hitachi offers users the ability to achieve more efficient control and management of their audio visual equipment from anywhere over the network. This is not only beneficial for Hitachi's customers but also for the company as it can now provide network management as a feature when communicating about its product line to customers and prospects.

"The ability to offer network-enabled projectors has given us a definite market edge and provided our customers with new capabilities that enhance the way they do business," said Pete Denes, director of sales for Hitachi America, Digital Media Division. "By incorporating Lantronix networking technology, we anticipate that new market opportunities will open up for Hitachi as customers realize the freedom and versatility this technology allows."

Hitachi America, Ltd., Digital Media Division, supplies high-performance LCD projectors to OEMs, value-added resellers, system integrators and distributors. Hitachi Software develops advanced interactive communications tools for education, training and boardroom applications including interactive plasma displays, tablets, whiteboards and all powered by the company's category-leading StarBoard software.



The Lantronix Advantage



- **ACCESS AND MANAGEMENT** – Lantronix device servers provide a quick, simple, cost-effective way to bring the advantages of data accessibility and remote management to devices that are not currently connected to a network.

- **PRODUCT SELECTION** – The Lantronix product line features wired and wireless, single and two-port models, broad power input range and serial support for RS-232, RS-422 or RS-485.

- **MODEM REPLACEMENT** – In modem emulation mode, UDS device servers are used to replace dial-up modems. The unit accepts modem AT commands on the serial port then establishes a network connection to the end device. It leverages network connections to eliminate modems and dedicated phone lines, and provide higher bandwidth.



Network anything. Network everything.

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