

Lantronix Industrial IoT Business

Industrial-Grade Cellular & Wi-Fi Connectivity for the Edge

Cellular & Wi-Fi Gateways



Cellular Routers



Cellular Modems



Serial Gateways



Key Markets

- Industrial IoT
- Smart Utilities
- Smart Cities
- Smart Cities
- Transportation
- Industrial automation
- Retail
- Energy
- Utilities
- Building Automation
- Industrial Sensors
- Remote asset monitoring
- Critical Asset Monitoring
- Logistics

Key Competitors



Why Lantronix

- Industrial grade
- Protocol translation
- Security
- Centralized Device Management
- 5G and 4G Failover
- Plug-and-play deployment
- Ruggedized design
- Multi-protocol support
- Serial-to-Ethernet Connectivity
- Legacy system compatibility
- Continuous, Reliable Operation with Low Power Consumption
- Remote Management
- Lower TCO with Edge Intelligence
- Automated Device Provisioning
- Vehicle-optimized

Smart Cities & Transportation

In-Vehicular Connectivity



Mandatory Features	Lantronix NTC-550 \$599 MSRP	Semtech XR60 \$1,200 MSRP	CradlePoint R1900 \$1,200 MSRP
5G High-Speed, 5G Rel 16+	Rel 16	Rel 16	Rel 16
Wi-Fi (2.4GHz & 5GHz)	Wi-Fi 6	Wi-Fi 6	Wi-Fi 6
VPN	Yes	Yes	Yes
Ignition Sense	Yes	Yes	Yes
eMark / Load dump protection	Yes	Yes	No
Robust connector (FAKRA)	Yes	No	No

› Why we win? Where we differentiate?

- › Fast installation: No extra power protection needed, just connect to the battery
- › eMark certification
- › PercepXion™ is optional and OnPrem option
- › Low TCO, including software update



Retail & Remote Sites

Broadband 5G Wireless Connectivity



Mandatory Features	Lantronix NTC-500 \$399 MSRP	Robustel R5010 \$600 MSRP	Cradlepoint R980 \$1,100 MSRP
Highspeed 2.5GE Ethernet	2.5GE	2.5GE	2GE + 1GE
Ruggedized Metal	Yes	Yes	Yes
Private Network Support	Yes (incl n48-CBRS)	Yes	Yes (incl n48-CBRS)
VPN	Yes	Yes	Yes
Failover to 4G	Yes	Yes	Yes
Dual SIM Support	Yes (with eSIM)	Yes	Yes

› Why we win? Where we differentiate?

- › Ease of Setup & Low TCO
- › High-Speed Low-Latency Wireless Performance
- › Scalable and Future -proof
- › Remote device management with PercepXion™ for configuration change or future update
- › VPN encryption for remote site using standard SIM cards



Cradlepoint 5G Router comparison

Lantronix NTC-500



Lantronix NTC-550



Lantronix G528



CradlePoint R980



CradlePoint R1900



	MSRP	\$399	\$599	\$649	\$1,100	\$1,799
Cellular	5G Rel. 16	5G Rel. 16	5G Rel. 16	5G Rel. 15	5G Rel. 16	5G Rel. 16
Dual SIM	Yes, one opt. MFF2	Yes, one opt. MFF2	Yes, one opt. MFF2	Yes	Yes	Yes
DC input	8-40V	8-40V	8-40V	10-60V	9-36V	9-36V
Wi-Fi	N/A	Wi-Fi 6	Wi-Fi 6	Wi-Fi 5	Wi-Fi 6	Wi-Fi 6
Ethernet	1 port 2.5GE	1 port 2.5GE + 4 ports GE	1 port 2.5GE + 4 ports GE	2 ports FE, PoE-PSE	2 ports GE	4 ports GE
Serial	N/A	1x RS232/485	1x RS232/485	1x RS232, 1x RS485	RS232	RS-232
USB	Type C	Type C OTG	Type C OTG	Type A OTG	Type A Host	Type A Host
Temperature rating	-30°C to 70°C	-30°C to 70°C	-30°C to 70°C	-40°C to 70°C	-30°C to 75°C	-30°C to 70°C
Dedicated GNSS	No	Integrated	Integrated	Yes	Yes	Yes, DR
Additional features	NA	3x I/Os, Ignition, microSD	3x I/Os, Ignition, microSD	BLE, CAN, 2x I/Os, Ignition, microSD	NA	4x I/Os, Ignition, BLE
SDK	No	Yes	Yes	Yes	Yes	Yes
Free SDK toolkit	NA	Yes	Yes	Yes	No, License	No, License
Device Management	PercepXion, OMA LwM2M, TR-069, TR-369	PercepXion, OMA LwM2M, TR-069, TR-369	PercepXion, OMA LwM2M, TR-069, TR-369	PercepXion, TR-069	NetCloud	NetCloud
Warranty	2 year, up to 5 years	2 year, up to 5 years	2 year, up to 5 years	2 year, up to 5 years	Yes, only with NetCloud	Yes, only with NetCloud
Open to software customization	Yes	Yes	Yes	Yes	Only using SDK	Only using SDK
Firmware release schedule	Regular, 2-3 release / year	Regular, 2-3 release / year	Regular, 2-3 release / year	Regular, 2-3 release / year	Only via NetCloud	Only via NetCloud
Certification support	Global, extensive (Vibration, Safety)	Global, extensive (Vibration, Safety, eMark)	Global, extensive (Vibration, Safety, eMark)	Global, extensive (Vibration, Safety, eMark)	Global extensive (Vibration, Safety, C1D2)	Global extensive (Vibration, Safety, eMark, C1D2)

Digi 5G Router comparison

Lantronix NTC-500



Lantronix NTC-550



Lantronix G528



Digi IX40



Digi TX40



	MSRP	\$399	\$599	\$649	\$1,000	\$569
Cellular	5G Rel. 16	5G Rel. 16	5G Rel. 16	5G Rel. 15	5G Rel. 17	5G Rel. 16
Dual SIM	Yes, one opt. MFF2	Yes, one opt. MFF2	Yes, one opt. MFF2	Yes	Yes	Yes
DC input	8-40V	8-40V	8-40V	10-60V	9-30V	7-36V
Wi-Fi	N/A	Wi-Fi 6	Wi-Fi 6	Wi-Fi 5	No	Wi-Fi 6
Ethernet	1 port 2.5GE	1 port 2.5GE + 4 ports GE	1 port 2.5GE + 4 ports GE	2 ports FE, PoE-PSE	4x GE, 2x SFP	2x GE
Serial	N/A	1x RS232/485	1x RS232/485	1x RS232, 1x RS485	1x RS-232/422/485	1x RS232
USB	Type C	Type C OTG	Type C OTG	Type A OTG	No	Type A Host
Temperature rating	-30°C to 70°C	-30°C to 70°C	-30°C to 70°C	-40°C to 70°C	-40 °C to 75 °C	'34°C to 74°C
Dedicated GNSS	No	Integrated	Integrated	Yes	Yes	Yes
Additional features	NA	3x I/Os, Ignition, microSD	3x I/Os, Ignition, microSD	BLE, CAN, 2x I/Os, Ignition, microSD	Ignition	Ignition
SDK	No	Yes	Yes	Yes	NA	NA
Free SDK toolkit	NA	Yes	Yes	Yes	NA	NA
Device Management	PercepXion, OMA LwM2M, TR-069, TR-369	PercepXion, OMA LwM2M, TR-069, TR-369	PercepXion, OMA LwM2M, TR-069, TR-369	PercepXion, TR-069	Yes	Yes
Warranty	2 year, up to 5 years	2 year, up to 5 years	2 year, up to 5 years	2 year, up to 5 years	1 year	1 year
Open to software customization	Yes	Yes	Yes	Yes	Yes	Yes
Firmware release schedule	Regular, 2-3 release / year	Regular, 2-3 release / year	Regular, 2-3 release / year	Regular, 2-3 release / year	Regular	Regular
Certification support	Global, extensive (Vibration, Safety)	Global, extensive (Vibration, Safety, eMark)	Global, extensive (Vibration, Safety, eMark)	Global, extensive (Vibration, Safety, eMark)	Global, extensive (Vibration, Safety)	Global, extensive (Vibration, Safety, eMark)

Competitors

Cellular Routers brands on the market



- Budget construction
- Sells through channels, then goes direct, cutting them out, even at low volumes
- Portfolio of off-the-shelf buy as is models
- Complex setup and limited local support
- Frequent Firmware Issues



- Premium pricing making it hard to win on cost
- Aggressively moving towards OpEx Pricing with Digi360 subscription
- Struggling to realize significant growth in service revenues
- Limited success outside of wireless IoT



- China-based manufacturer
- Complex and closed ecosystem - No AWS/Azure support
- Multiple security vulnerabilities
- Limited global support
- Default credentials can gain unauthenticated OS access



- Aggressive OPEX-based pricing
- Mandatory Cloud-based platform, no OnPrem offering
- Limited access to firmware releases
- Tiered pricing that does not provide VARs the agility to win
- Frequent EoL: Not suitable for Long Term Supply
- Inflexible, often over meeting customer needs

Why Lantronix wins

- **Quality and Security**
 - Publicly listed USA-based company,
 - No Chinese chipsets.
- **Worldwide Support and Partnership**
 - Regional FAE team,
 - Worldwide free post-sales support,
 - Phone support,
 - And RMA service.
- **Product maintenance over time**
 - Clear firmware release schedule,
 - Security updates (EN18031),
 - Extended warranty support,
 - 10+ years lifecycle support.
- **No forced services bundle:**
 - Free access to regular firmware releases, not locked behind a pay wall,
 - Optional cloud-based or on-prem PercepXion platform for Device Management - NO LOCK-IN.

- **Leadership in Edge Compute**
 - Comprehensive machine protocols integration,
 - Qualcomm partner,
 - SmartEDGE solution.
- **Channel Partnership**
 - Registered VAR pricing based on project,
 - Able to customize firmware and hardware i.e. embedded eSIM,
 - No Tiered pricing - Special pricing based on opportunity.



Thank You!



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LANTRONIX

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