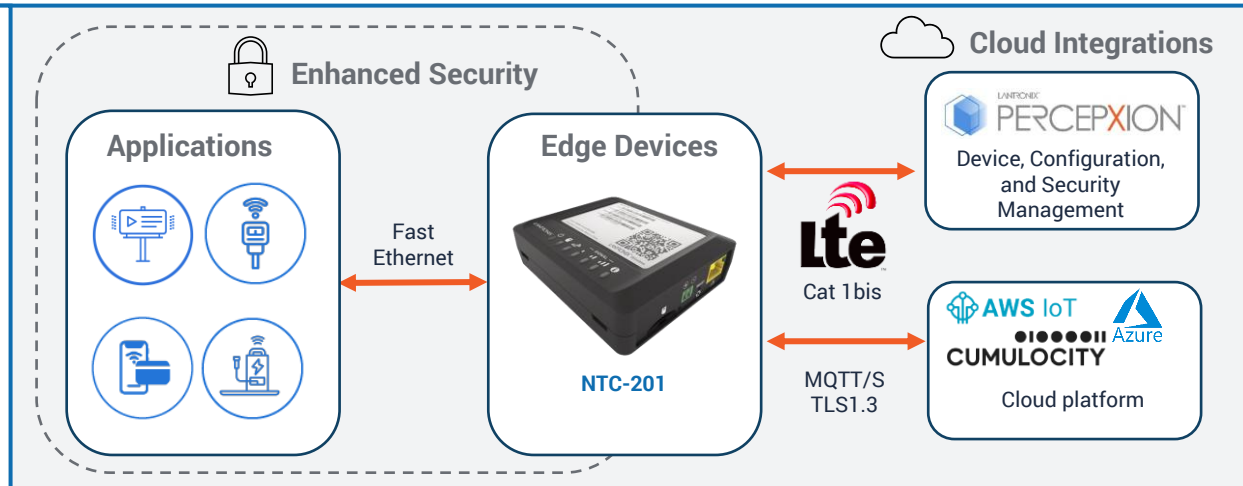


What is Cat-1bis in IloT?

Cat-1bis is a cost-efficient, **globally deployable** LTE technology designed for low-to-mid bandwidth IoT applications. It offers better performance than NB-IoT/Cat-M1, while avoiding the cost, power consumption, and complexity of Cat-4 and 5G.

Elevator Pitch:

Our Cat-1bis router delivers industrial-grade LTE connectivity optimized for high-volume IoT deployments. With **global Cat-1bis** support, rugged design and PercepXion™ cloud management, it provides reliable connectivity, mobility, and seamless firmware updates — all without the cost and power overhead of higher-tier LTE and 5G.



Key considerations for Cat-1bis Connectivity



Global Deployment Simplicity – Cat-1bis enables a true global SKU with a single RF path, simplifying hardware design and eliminating region-specific variants. This reduces certification effort, streamlines manufacturing, lowers logistics complexity, and accelerates scalable industrial IoT deployments.



Right-Sized Performance for IloT – Cat-1bis delivers the right balance of throughput, latency, mobility, and cost for industrial IoT, outperforming NB-IoT and Cat-M1 while avoiding the power and expense of Cat-4 or 5G for most deployments.



Security & Lifecycle Reliability – Security and lifecycle reliability ensure long-term device integrity, with signed firmware, TLS 1.3 encryption, rugged hardware, watchdog recovery, and PercepXion™ fleet management reducing compliance risk and minimizing maintenance across industrial IoT deployments.

Uses cases for Cat-1bis Global Connectivity:

- **Retail & Digital Signage** – Reliable connectivity for POS terminals, kiosks, vending machines and digital signage within retail.
- **EV Chargers** – Stable telemetry, billing, and remote management without Cat-4 cost.
- **Utilities & Smart Metering** – Low power, long-life deployments with global SKU simplicity.
- **Security Panels & Alarm Systems** Reliable LTE fallback for intrusion panels and monitoring systems.
- **Light Industrial Automation** – Telemetry, control, and remote diagnostics for distributed assets.

Why Choose Lantronix

- Purpose-Built and Cost Optimized
- Ruggedized high temp-range devices
- Proven Expertise in secure, low-power connectivity

Key Objection Handling

- **Why not just use Cat-4?** Cat-4 is overkill for most IoT workloads with higher cost, power, and dual-antennas for unused bandwidth. Cat-1bis delivers efficiency with one antenna.
- **Is Cat-1bis fast enough?** Yes – it supports telemetry, control, payments, EV chargers, and firmware updates. If you don't need video or high-bandwidth WAN, Cat-1bis is ideal.
- **Why not NB-IoT or Cat-M1?** Those technologies struggle with latency, mobility, and throughput. Cat-1bis is the sweet spot between cost and performance.
- **Why your router?** Security, reliability, lifecycle, cloud fleet management and support.

Talking points for Cat-1bis against Cat-M1 / NB-IoT

Category	Our Cat-1bis Router	Cat-M1 / NB-IoT	Talking Point
Latency	✓ Low	✗ High	Better for real-time telemetry
Throughput	✓ Higher	✗ Very low	Supports richer data + firmware updates
Mobility	✓ Full mobility	✗ Limited	Works for moving assets
Fallback	✓ Full LTE	✗ Narrowband only	More robust in fringe areas
Deployment	✓ Router-grade	✗ Module-grade	Faster integration for OEMs



• Vending machines



• Alarm & fire panels



• Digital Signage

Opportunity Qualification – 6 Key Questions

Identify the Need – Understand the customer's business, IoT maturity, and reliance on data or real-time insights.

Identify the Pain Points – Pinpoint challenges around connectivity, security, protocols, or software integration where we can add value.

Decision-Making Process – Identify key decision makers and understand the project timeline versus early-stage price evaluation.

Budget Readiness – Confirm budget availability and alignment on total cost of ownership, including long-term lifecycle costs.

Data Security – Address security, privacy, and compliance requirements early to build trust and reduce risk.

Support & Services – Assess expectations for pre-sales support, FAE engagement, training, and post-deployment services.

PercepXion™ Device Management



PercepXion software is available in **SaaS**, **virtual private cloud**, and **on-premise** deployment models. It simplifies device management for Lantronix telemetry devices.

Manage

- Remote updates for firmware and configurations
- Zero-touch provisioning
- REST API integration interfaces

Orchestrate

- Flexible organization using query-based smart groups and tagging
- Rule-based notifications via email/SMS

Troubleshoot

- Remote device access
- Device diagnostics data
- Audit logs