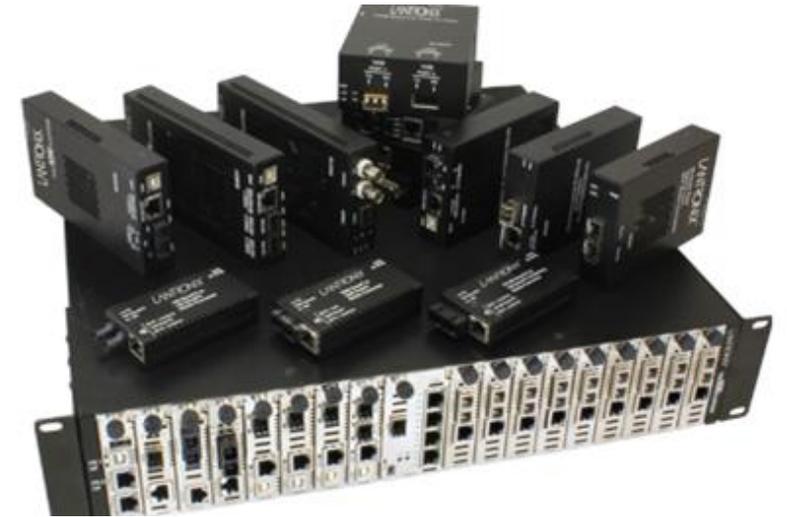


Media Converter Sales Guide

Bandwidth, Distance, Security

Media converters allow users to extend networks while taking advantage of the benefits of integrating fiber into their existing copper infrastructure. Lantronix provides a broad portfolio of managed and unmanaged media converters and network interface cards (NICs) to support the growing bandwidth, distance and security needs of IoT networks.



Benefits of Fiber Transmission

- More secure than copper or wireless because it is not subject to EMI or RFI
- Higher data throughput capacity than copper, allowing for faster network speeds
- Greater reach than copper and more reliable than wireless
- Helps future proof networks by ensuring they can keep pace with increasing network traffic

Lantronix Differentiators

- Long history of innovative designs, including one of the first media converters, mini converters, uni-directional converters, Scorpion-USB™ network adapters and M.2 network adapters (formerly Transition Networks)
- Trusted partner to governments and enterprises throughout the world for over 38 years
- Large embedded base of TAA and NDAA compliant solutions

Our Solutions

Multi-Service Platform

Intelligent, high-density, multi-protocol system supporting a variety of network interface devices supporting carrier-class and enterprise networks.

Specialty Converters

Utilize alternative cable types and support Power over Ethernet features to power VoIP phones or other IP devices in unique or rugged environments.

Plug & Play Converters

Simple unmanaged converters install easily for fast network turn-up and support a variety of protocols and cable types.

Network Adapters

Extend fiber to the desktop for high-speed Ethernet connectivity to support increasing data connectivity needs for PCs, laptops and tablets.

Media Converter Sales Guide

Uncovering Opportunities

Typical Applications

- Network extension within buildings or campus
- Fiber to the Desk
- PC refreshes
- VoIP phone integration
- Adding security cameras, WAPs, POS terminals and more

Customer Requirements

- Secure networks
- Fast network speed, low latency, high bandwidth
- Support for multiple protocols (ex. Fast Ethernet, GigE, 10GE, multi-Gig, TDM, Serial, USB, M.2, PCIe)
- Multiple media types (ex. fiber, UTP, coax, 2-wire cable)
- Power source (PoE/PoE+/PoE++) for adjacent devices

Types of Customers

- Federal Government/Military
- State/Local agencies/Education
- Service providers/integrators
- Financial services/banks
- Retail/warehouses/factories

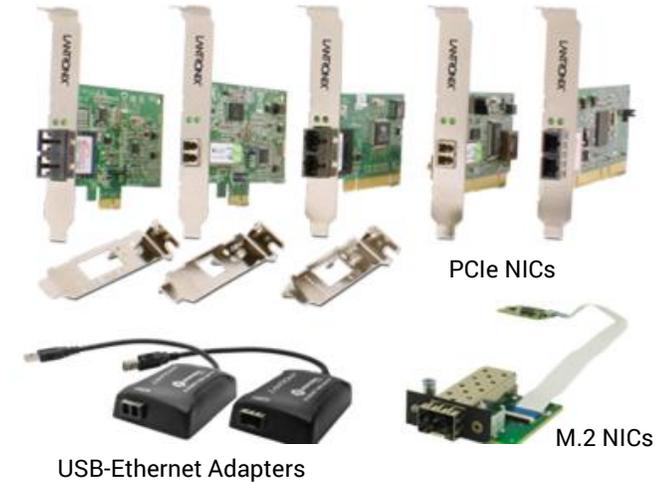
Competitors

- Omnitron Systems
- Advantech
- Perle
- Allied Telesis
- American Fibertek
- StarTech

Distributors

For a list of Distributors in your region, visit the Locate a Partner page on Lantronix.com:

lantronix.com/to-buy/locate-partner/



Resources Available

Support Team

- Regional Sales, Channel Sales, Inside Sales, Field Applications Engineering, Technical Support

Collateral:

- Product briefs, data sheets, user guides, case studies, battle cards