

# LINK

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## Upselling and the Holiday Connection

The holidays are over, but that is no reason to see sales slump. Historically, January and February have been good months to consolidate holiday sales by following up with add-ons to what was sold before the holidays, or by selling the things people looked for under the tree, but didn't find.

Lava's I/O technology is ideally suited to this type of selling, as it is the glue that binds peripherals and computers. So, don't miss your **op-port-unity!** You can position I/O products in the middle of your selling: someone who got a digital camera for the holidays can be sold a Lava I/O board to connect it to their computer. On the other hand, someone who got a computer can be upsold a Lava I/O card and a peripheral.

The range of peripherals now selling —both computer products and consumer electronics— is large and growing. More and more, consumer entertainment electronics link directly to computers, and consumer electronics were among the hottest-selling Christmas products in 2001.

Whether you just sell computers and computer hardware, or whether consumer electronics make up part of your product mix, you will be able to take advantage of the boom in cool new devices out there. Here is how to make a little sense of how the pieces fit together.



### Parallel

Parallel ports seem to always be at a premium: even if a system already has them, usually there is just one. Yet many people have more than one parallel device, and are getting more all the time. Printers — particularly inexpensive photo-quality inkjet printers — are now so inexpensive that many people have two or more. They attach them all at once, and choose the best printer for a given job.

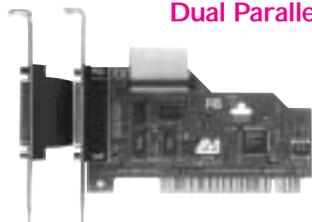
The same user might also have a parallel ZIP™ drive, some other external storage device, or a parallel scanner. It is not long before they need more or faster parallel ports.

Lava's got answers for these users' needs: our standard-setting parallel port cards. For users who want unbeatable speed, convenience, and expansion, the Lava Parallel-PCI and Dual Parallel-PCI boards are perfect. If there are only ISA slots available, or a specific hardware configuration is desired, Lava also has its Parallel Bi-directional and Parallel-ECP/EPP cards.

### I/O Card Selling Tips

- Expansion and adapter cards help sell peripherals; peripherals help sell I/O cards
- New I/O ports are the least expensive way to add functionality to a system
- Interface adapters extend the life of computer systems by adding new technologies
- Multi-port I/O cards can help free crowded slots
- ISA cards can open needed PCI slots

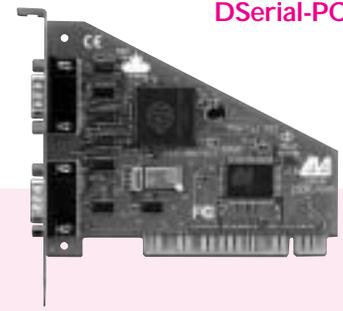
**Dual Parallel-PCI**



## Serial

Modems, Palm and other handheld devices, pointing devices, and occasionally digital cameras connect through serial ports. While a number of these devices also might use other types of connectors, serial connections are rock solid and universally supported across operating systems. Demand for serial connectivity is strong, and Lava has seventeen different serial port cards to fill any need. While some of these cards are specialized, most are general-use serial cards in one flavor or another. Lava's two-port PCI card, the DSerial-PCI, is the most popular.

Lava also has single and multi-port serial cards that are in high demand. With its range of cards and history of reliability, Lava leads in serial board I/O.



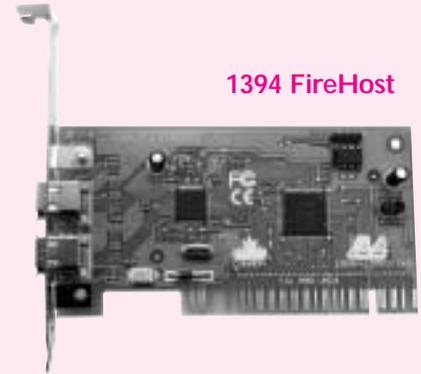
DSerial-PCI

## FireWire®

Here is one hot technology with lots of upselling opportunities: FireWire® (also known as IEEE 1394 and iLINK™) is the most popular technology for interfacing with digital video cameras. Now that digital video cameras compete in price with analog video cameras, many consumers are buying them with no initial plan to connect their DV camera to a computer. A DV camera might be sold without a computer even being in sight! And, since few PC computer motherboards have on-board IEEE 1394 ports, a great opportunity exists to add a Lava FireHost two-port PCI bus host adapter to a sale.

FireWire® is also an excellent technology for accessing external drives: CD-RW, DVD-R, DVD-RAM, and particularly external IDE hard drives. The popularity of the Lava FireDrive® attests to the speed and convenience of using IEEE 1394 to interface with hard disks. Windows 98SE/ME/2000/XP systems, Macintoshes, and Linux boxes can all use this technology today, so many users will find a good fit with what they are already using.

IEEE 1394, perhaps more than any other I/O technology, is poised to become the preferred interface standard for consumer electronics. People used to say that this was a technology to watch; now they find it becoming a part of their daily lives!



1394 FireHost

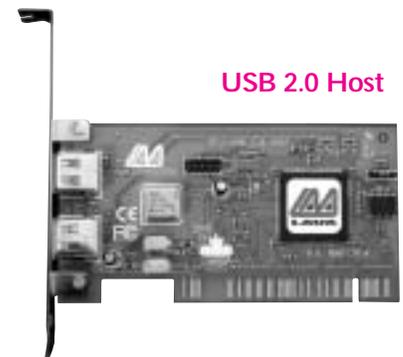
## USB

Calling USB the Swiss Army knife of I/O technologies suggests that it does a lot of things, but none of them very well. From Lava's point of view this impression doesn't do USB justice. USB does an excellent job of interfacing with almost any type of peripheral you can name. For many I/O applications, USB is the best combination of low cost, convenience, and speed.

Time for a little history. USB now comes in two versions. USB 1.1, the long-established version, handles data at up to 12 megabits per second (Mbps). This version can also operate at a slower 1.5 Mbps speed. USB 1.1 is in broad use for interfacing with printers, Palm and other handheld devices, mice and trackballs, digital cameras, scanners, and slower external storage devices such as tape drives and some CD-RW drives. For a while, it seemed to have all that anyone could ask: it was user-friendly (with hot-plugging and daisy-chaining); it was well supported in Windows, Macintosh, and Linux systems; and it was fast.

But in the computer world especially, "fast" is relative. FireWire® made USB 1.1 look slow, higher-speed CD-RW and DVD drives made USB 1.1 feel slow, high-resolution scanners made USB 1.1 seem slow, and direct IDE connections for hard disk drives made USB 1.1 act slow (In fact, direct IDE connections will always be much faster). While USB 1.1 was great for a lot of uses, and remains great for many, it was time for an update. The new USB 2.0 standard, increasing the speed of USB to 480 Mbps, is just the thing. Now, USB 2.0 (also called High-Speed USB), is much better able to address the data transfer demands of external CD-RW, DVD, and hard disk drives than USB 1.1 ever was.

USB host adapters are an ideal response to the growing demand for USB connections. The lucky owners of Lava's "Kazan" USB 2.0 IDE drive enclosure are typical of many USB users: to get the most out of their devices, they need more and faster USB ports. Older mother-



USB 2.0 Host

boards have no USB ports, and newer motherboards often have just two. It seems that everyone has a growing suite of USB peripherals that they want to hook up. As well, no USB 2.0 ports are available yet on system boards. To fill all these needs, Lava has two USB host adapters: a two-port USB 1.1 host, and a two-port USB 2.0 host. Any USB device will work on any USB port, but USB 2.0 devices will operate at full speed only on a USB 2.0 host port.

## Find the ideal port-to-peripheral match!

### Legend

- ⊕ Optimal
- Possible limitation or incompatibility

	SSerial-PCI	SSerial-PCI/LP	DSerial-PCI	DSerial-PCI/LP	Quattro-PCI	Octopus-550	LavaPort-650	LavaPort-PCI	LavaPort-Quad	SSerial-550	DSerial-550	Parallel-PCI	Parallel-PCI/LP	Dual Parallel-PCI	Parallel Bi-Directional	Parallel ECP/EPP	SP-PCI	2SP-PCI	LavaPort-Plus	2SP-550	USB 2.0 Host Adapter	USB 1.1 Host Adapter	SPH-USB 1.1 Hub	IEEE 1394 FireHost
Scanner USB 1.1																					⊕	⊕	⊕	
Scanner USB 2.0																					⊕	●	●	
Scanner IEEE 1394																								⊕
Scanner Parallel											⊕	⊕	⊕	●	⊕	●	⊕	⊕	⊕	●			●	
Printer USB 1.1																					⊕	⊕	⊕	
Printer USB 2.0																					⊕	●	●	
Printer Parallel											⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕			⊕	
Printer Serial	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕						⊕	⊕	⊕	⊕	⊕	⊕	⊕	
Printer Label	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕						⊕	⊕	⊕	⊕			⊕	
Hard Drive USB 1.1																					⊕	⊕	⊕	
Hard Drive USB 2.0																					⊕	●	●	
Hard Drive IEEE 1394																								⊕
ZIP™ Drive USB 1.1																					⊕	⊕	⊕	
ZIP™ Drive Parallel											⊕	⊕	⊕	●	⊕	●	⊕	⊕	⊕	●			●	
Digital Camera USB 1.1																					⊕	⊕	⊕	
Digital Camera Serial	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕						⊕	⊕	⊕	⊕			⊕	
DV Camera IEEE 1394																								⊕
Modem USB 1.1																					⊕	⊕	⊕	
Modem Serial	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕						⊕	⊕	⊕	⊕			⊕	
Modem ISDN Serial	●	●	●	●	●	●	⊕	⊕	⊕	●	●						●	●	●	●			●	
Handheld/PDA USB																					⊕	⊕	⊕	
Handheld/PDA Serial	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕						⊕	⊕	⊕	⊕			⊕	
Tape Drive USB 1.1																					⊕	⊕	⊕	
Tape Drive Parallel											⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕			⊕	
CD-RW USB 1.1																					⊕	⊕	⊕	
CD-RW USB 2.0																					⊕	●	●	
CD-RW IEEE 1394																								⊕
DVD USB 1.1																					⊕	⊕	⊕	
DVD USB 2.0																					⊕	●	●	
DVD IEEE 1394																								⊕
Mouse/Trackball USB																					⊕	⊕	⊕	
Mouse/Trackball Serial	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕						⊕	⊕	⊕	⊕			⊕	
Mini Keypad USB 1.1																					⊕	⊕	⊕	
Mini Keypad Serial	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕						⊕	⊕	⊕	⊕			⊕	
POS Devices Serial	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕						⊕	⊕	⊕	⊕			⊕	
POS Devices Parallel											⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕	⊕			⊕	

## Profile

Computer Plug Accessories Inc. is a dynamic, wholly Canadian owned company, which, since its inception in 1989, has grown to become one of the leading cable and computer accessories distributors in Canada. Computer Plug carries Canada's largest selection of high quality TechCraft® computer cables in addition to an extensive selection of computer accessories. All TechCraft® cables come with a LIFETIME WARRANTY.

Computer Plug's emphasis on quality cabling is carried forward through the rest of its product line, including the numerous Lava products they stock.

Computer Plug supports its resellers in Ontario with regular visits from their experienced sales force, who advise them of the most popular items as well as new products. TechCraft representatives also help resellers with re-orders, saving valuable time that can be better spent with customers. Outside Ontario, TechCraft resellers can be provided with detailed planograms that suggest cables and accessories to stock for maximum sell through.

# Computer Plug

accessories

Manufacturers Of TechCraft®

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**Check the  
March issue of Link  
for Lavalanche  
contest winners!**

# PRODUCT SUMMARY

## Serial Cards

PCI	SSerial-PCI	Single 9-pin serial, 16550 UART
	SSerial-PCI/LP	Single 25-pin serial, 16550 UART, low profile
	DSerial-PCI	Dual 9-pin serial, 16550 UARTs
	DSerial-PCI/LP	Dual 9-pin serial, 16550 UARTs, low profile
	Quattro-PCI	Four-port 9-pin serial, 16550 UART, IRQ sharing
	Octopus-550	Eight-port 9-pin serial, IRQ sharing
	LavaPort-650	Single 9-pin serial, 16650 UART
	LavaPort-PCI	Dual 9-pin serial, 16650 UARTs
	LavaPort-Quad	Four-port 9-pin serial, 16650 UART, IRQ sharing
	ISA	SSerial-550
DSerial-550		Dual 9-pin serial, Com 1-4, 16550 UART, IRQ 2/3/4/5/7/10/11/12/15
RS422-550		Dual 9-pin serial, 16550 UART, RS422 pinout
LavaPort-ISA		Single 9-pin serial, Com 1-4 16650 UART, IRQ 2/3/4/5/10/11/12/15
LavaPort-PnP		Single 9-pin serial, plug & play

## Parallel Cards

PCI	Parallel-PCI	Single EPP parallel
	Parallel-PCI/LP	Single EPP parallel, low profile
	Dual Parallel-PCI	Dual EPP parallel
ISA	Parallel	Single bi-directional parallel port, LPT 1/2/3, IRQ 5/7
	Parallel-ECP/EPP	Single ECP/EPP parallel, LPT 1-6, IRQ 2/3/4/5/7/10/11/12

## Combo Cards

PCI	SP-PCI	Single 9-pin serial, 16550 UART + single bi-directional parallel
	2SP-PCI	Dual serial (9 & 25-pin), 16550 UART + single EPP parallel
	LavaPort-Plus	Dual serial (9 & 25 pin), 16650 UART + single EPP parallel
ISA	2SP-550	Dual 9-pin serial, Com 1-4, 16550 UART + single bi-dir. parallel, LPT 1-2

## USB 2.0 and 1.1 Devices

USB 2.0 Host Adapter	Dual USB 2.0 ports, 480 Mbps, fits in PCI slot
Kazan	Hard drive enclosure with USB 2.0-to-IDE interface
USB 1.1 Host Adapter	Dual USB 1.1 ports, 12 Mbps, fits in PCI slot
SPH-USB 1.1 Hub	Three powered USB ports, parallel port, serial port, connects to USB

## IEEE 1394 (FireWire®) Devices

IEEE 1394 FireHost	Dual IEEE 1394 ports, fits in PCI slot
FireDrive®	Hard drive enclosure with FireWire®-to-IDE interface
IEEE 1394/IDE Controller	FireWire®-to-IDE hard drive interface

## Specialty Cards

8255-PIO	8255 PIO interface card
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