

LINK

Lava I/O News

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Bet Costs LavaPort-650 Customer \$100

When a Lava product really hits the spot for a customer, nothing is more satisfying, except perhaps when we hear about it. This month, Larry Weinberg of PTS Electronics found a LavaPort-650 the ideal means of connecting his microcontroller programmer to his cutting-edge system. He needed a serial port that could perform flawlessly, and handle the rigorous demands he places on his COM port.

After trying PCI serial port expansion boards from numerous manufacturers, he got his hands on a LavaPort. Here is his story:

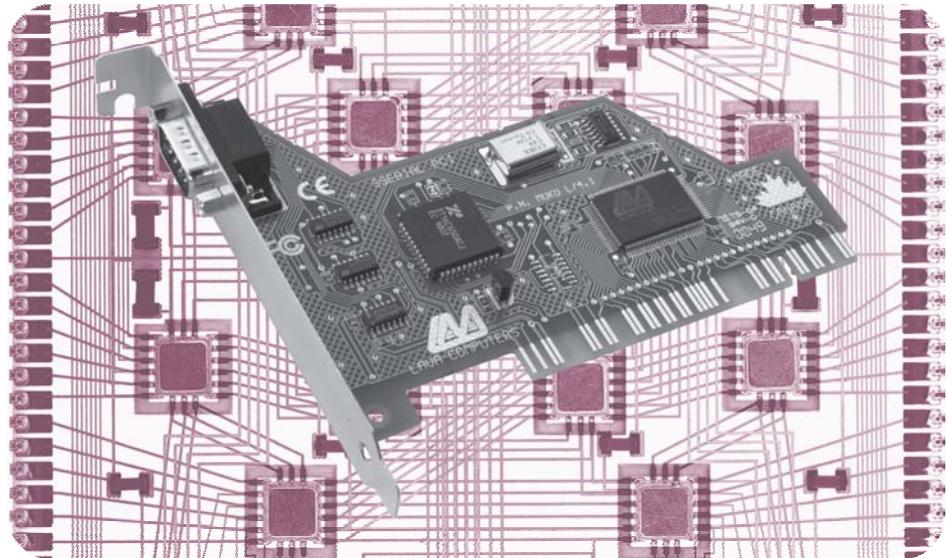
"My computer is not your standard run-of-the-mill box. This is a very unique power box. Among engineers and gamers, recognized as a very advanced system with too many odd features to list here, but take my word for it, it's a bear of a machine to configure, but once done correctly, this thing just SCREAMS.

ABIT IT7 non-legacy motherboard. No serial, parallel, or PS2....but it does have 14 USB 2.0 ports. One Gig 3500 DDR (some bios mods to accommodate that), 533MHz FSB, dual boot Win98SE and WinXP Pro. Eight USB 2.0 devices connected including wireless keyboard and mouse and all used together.

This box gets a real workout.

I am an electronics design engineer (schematics, circuit boards, firmware development) servicing the electronics community for 22 years. It is CRITICAL that I have access to my programming station. Microchip makes the PIC chipset, widely recognized throughout the industry as the leader in microcontrollers. I use them in most designs I do for Fortune 500/1000 companies, the DOD, and other clients' products. I cannot afford to have glitches.

I tried numerous PCI-based Serial Adapter cards to no avail. The device I use MUST run



from a serial port no ifs ands or butts for the Microchip Corporations PICStart Plus microcontroller programmer. The other adapters established communications and created a port, but NONE of them could handle the rough paced handshaking of a microcontroller programming station where one little glitch can ruin product

"I have happy clients because I can continue to deliver firmware on schedule."

development. The other adapters were fine for low end products like joysticks and printers, but I needed something industry rugged and FAST. There could be NO timing glitches. Microchip informed me that not even a Serial to USB adapter would work and they were skeptical about ANY adapter. I was at a total loss. Finally, in an engineers chat forum I heard good things about the Lava Adapters. Skeptical (I'd never heard of you and all the brand name recognized adapters had failed), I tried your board. I had nothing left to lose. IT WORKED AND IT COST ME A \$100 BET THAT IT WOULDN'T. Frankly, it's the best hundred bucks I ever lost.

I have already informed my engineer friends at a major semiconductor manufacturer, and

now they're using them. I also informed Microchip Corp. and they were ECSTATIC. Now, finally, THEY had a solution they could pass to their customers. Unfortunately their policy is they can't recommend any third party product because it leaves them open for liability issues; however, as an independent online Microchip support engineer, I certainly CAN and have.

Your product should NOT have worked in this system which vastly overpowers your product capability claims. I had no reason to expect it to work, but it did, and continues to do so effortlessly. The Lava PCI SSerial 650 installed itself without effort on BOTH operating systems, established high speed connection with my programmer, and I have happy clients because I can continue to deliver firmware on schedule.

Mark my words, Lava is bridging technologies to the non-legacy market. This is the future, and YOU guys are going to be part of it. Congrats and thank you very VERY much."

Thank you,
Larry Weinberg,
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pts@EEngineer.com

THE PEACE-OF-MIND DIVIDEND

Or, when valued customers walk and how to avoid it.



When valued customers walk, how do we get them back? The short answer is that we don't. The best alternative is never making a customer feel forced to walk. That's right, I said, "forced to walk." Each of us must look in the mirror if we want someone to blame when a customer actually does walk.

Why do they walk, in the first place? It's almost always the little things. Customers, especially business customers, expect more of their vendors than selling-to-specification; they also expect some "special sauce" — value-added opportunities — with their orders. In short, they want you to anticipate

some of the challenges they will be facing, and to head those challenges off before they become real problems. This foresight on the part of a vendor will save your customer headaches down the road, so it is worth a premium now. More often than not, it will help you earn repeat business.

This is where Lava can help. Sure, we understand that Lava ports will never be as "sexy" as the latest and greatest whiz-bang gizmo out of Silicon Valley. That's not the role we fill. Lava *does* mean peace of mind to your customers, not having to worry about basic problems with the fundamental communications ports in their systems.

The quickest way to identify which customers are willing to pay a premium for peace of mind is to ask them in a little pre-sales brainstorming session. "Tell me, Mr. Customer, would you rather pay the absolute lowest possible price, but receive bare-minimum functionality, or pay a little more and receive higher-quality components that will guarantee faster communications, lower overhead, and a lower risk of breakdown?"

This question is obviously an over-simplification, but it does illustrate a basic strategy to increase customer satisfaction, increase repeat business (keep 'em from walking), and increase revenues. The object: quickly identifying those potential clients who particularly value reliability and reduced total cost of ownership. Having identified those clients who take the long view, you can look to Lava. Lava's substantially more reliable communications ports minimize future hazards, an especially important consideration in mission-critical operations, like POS, where downtime or communications problems can be very costly.

This strategy has the added benefit of providing you and your sales representatives with a valuable upgrade selling option. By giving your customers a simple performance enhancement, and by giving your sales people a simple alternative for boosting their sell-through rates by as much as 5%, Lava's high-performance ports provide you with a win-win-win opportunity.

Good Luck & Good Selling!
— *Lava Sales*

CeBIT

H A N N O V E R

Those attending CeBIT in Hannover, Germany March 12 to 19, 2003 should drop by the Lava booth. We will be set up in the Canadian Pavilion in Hall 25, at Stand B24.

At CeBIT, Lava will be showing its new line of Ethernet-to-Serial device servers. These

products add network-addressable serial ports to Ethernet networks, enabling users to access serial devices wherever network access exists. Initially available in 1, 2, and 4 port RS-232 versions, the Lava Ether-Serial family will make it simple for users to access serial devices across a network, to extend the distance of a serial connection without depending on serial cabling, or to control serial devices at any distance, even over the Internet.

Ethernet-to-serial device servers also make it possible for multiple users to access any serial

device, or for any PC to access multiple serial devices, in any number of locations.

Applications for the Ether-Serial family include Point-of Sale systems, security systems, and factory automation and control.

Lava will also be featuring its newest 3.3 volt PCI cards. Readers of the December 2002 LINK will already be aware that as PCI evolves, support for 5.0 volt PCI cards will eventually be removed from the specification. Lava's 3.3 volt PCI cards will make serial and parallel port boards from Lava readily available to users of the newest systems.

Lava Distributors Nationwide

Able Computer Systems	Kirkland, WA	888-681-2253	www.ablecomp.com
	Beaverton, OR	888-304-2253	
	Bloomington, MN	866-943-2253	
	Bridgeton, MO	314-739-1972	
	Farmington Hills, MI	248-471-0626	
Advanced 2000	Alexandria, VA	703-370-7520	www.advanced2000.com
Advantec	Hopinton, MA	877-696-4848	www.advanteccomputer.com
Atlantic Cable	Exeter, NH	800-642-8816	www.atlanticcable.com
Atlantic Computertech	Brooklyn, NY	800-653-2460	www.cablesonline.net
Bantam Electronics	Austin, TX	888-580-9055	www.bantamei.cim
Bell Micro	toll free	800-995-1995	www.bellmicro.com
	Langhorne, PA	215-741-4080	
	San Jose, CA	408-451-9400	
	Montgomery, AL	334-954-6036	
	Columbia, MD	410-381-1680	
Cables to Go	Dayton, OH	800-826-7904	www.cablestogo.com
Cables Unlimited	Concord, CA	800-609-7550	www.cablesunlimited.com
Computer & Software Outlet	Winston-Salem, NC	888-634-2728	www.compoutlet.com
Dash	Merriam, KS	800-844-7620	www.dashdist.com
Delmar International	Edison, NJ	800-683-3567	www.compukit.com
Equus Computer Systems	toll free	866-378-8727	www.equuscs.com
	Bellevue, WA	425-372-1525	
	Denver, CO	888-652-7214	
	St Louis, MO	877-221-0161	
	Lenexa, KS	866-337-2070	
	Glendale Heights, IL	888-453-0887	
	Minneapolis, MN	800-641-1474	
	Richardson, TX	877-282-2812	
	Plymouth, MI	888-883-0838	
	Solon, OH	877-264-1105	
Great Lakes Electronic Distributing	Buffalo, NY	800-831-0035	www.gled.com
IEC	Commerce Ct., CO	800-765-4432	www.iec.net
Infotel	Fletcher, OH	800-999-5218	www.infotelistributing.com
Megtron	Norcross, GA	877-634-8766	www.megtron.com
Micromart	Tempe, AZ	800-683-6428	www.micromartinc.com
Microsel	Edina, MN	800-211-1083	www.microsel.com
Nor-Tech	Burnsville, MN	877-808-1010	www.nor-tech.com
	Elk Grove Village, IL	866-222-3064	
Now Micro	Roseville, MN	800-641-3210	www.nowmicro.com
NWCA	Portland, OR	800-447-5601	www.nwca.com
SED International	Tucker, GA	800-444-8962	www.sedonline.com
	City of Industry, CA	800-337-8343	
Seneca Data	N. Syracuse, NY	800-227-3432	www.senecadata.com
Universal Computer Tech	Houston, TX	800-804-2071	www.umct.com
Universal Microelectronics	Somerset, NJ	800-996-6688	www.umemem.com

Rev A04

Lava 16550 Cards & QNX

QNX sets the standard for developers who want a real-time fault-tolerant operating system. With its tiny memory footprint, scalability, and robust memory management, QNX is a popular choice for developers of mission-critical systems/embedded systems for automotive, transportation, navigation,

consumer electronics, medical devices, industrial automation and control, and other applications where reliability and low cost are essential.

For those working in the QNX real time operating system, or those deploying a QNX-based product, Lava now provides an alternative to using expensive "specialist" PCI

serial boards when you need QNX support. Lava's full line of 16550 UART serial boards — both PCI and ISA — are tested with and documented for QNX. The reliability of these boards is a perfect match for the needs of QNX users.

