LAVANews

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LAVA

Fit your world into a FireDrive!
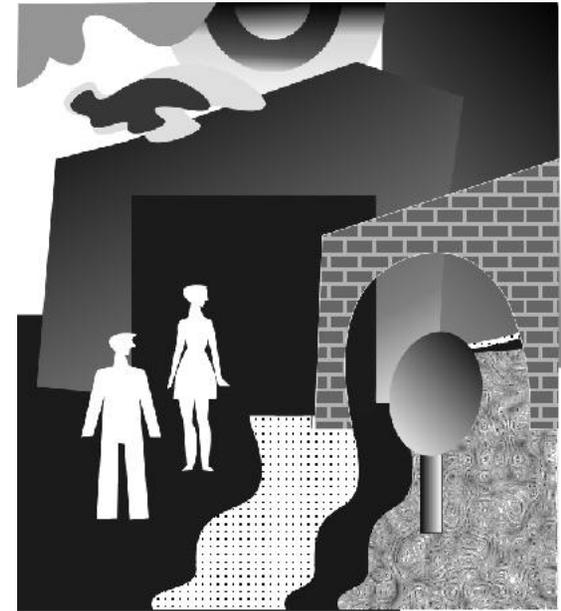
Focus on FireDrive

FireWire

Lava is now shipping its FireWire IDE drive enclosure in volume! The Lava FireDrive IDE drive enclosure kit makes IDE hard drives external, portable, high speed, and convenient. It is a perfect complement to laptop systems when additional storage is wanted, and is the most cost-effective way to have a drive for external storage and backup, digital video storage and editing, or working between home and office.

Setup and operation are simple: plug the power and ribbon cables onto any IDE drive and screw the enclosure shut. Since IEEE 1394 has native support in Windows® 98SE, ME, and 2000, as well as in Mac 8.6+ and Linux 2.4+ the FireDrive needs no other device drivers to operate. FireDrives blow away other external storage options like Zip drives: for example, a FireDrive transfers data 40 to 80 times the speed of a USB 1.1 Zip drive, and is literally hundreds of times faster than a parallel port Zip Drive!

The convenience of the FireDrive is another major benefit – as with other IEEE 1394 devices it can be daisy-chained and hot-plugged. No need to reboot when attaching a FireDrive: the interface handles all configuration, without hassles.

The FireDrive is economical too – it's less costly than SCSI drives or notebook drive upgrades. The FireDrive is designed to enclose standard, inexpensive drives: just add any 3½" IDE hard drive and you're there!

The FireDrive houses its electronics and your IDE drive in a sturdy, light-weight, space-saving case, and comes complete with IEEE 1394 cable and switching power supply. Add to all this the Lava Lifetime Warranty and you have a storage option with an unrivaled combination of speed, convenience, compatibility, and portability.

NEW from LAVA
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FireDrive Sales Tips:

- Much faster than ZIP™ drives.
- Easier to install than conventional external storage devices.
- Maximize margins when selling hard disk drives.
- Increase your product lines.
- Work with PCs, servers, Macs, and notebooks.

Cross Platform

LAVA
LIFETIME WARRANTY

CERTIFIED **USB** HI-SPEED

Lava's USB 2.0 IDE Drive Enclosure is shipping now! See the next LAVAnews for details.

About IEEE 1394

IEEE 1394 (also known as FireWire® or iLINK™) is revolutionizing the I/O world for PCs and Macs. This I/O standard has many attractive characteristics making it an excellent interface choice for an IDE hard drive enclosure. The table to the right summarizes the main characteristics of IEEE 1394.

The speedy IEEE 1394-to-IDE interface makes external storage much faster than previously, and the Plug & Play operation of IEEE 1394 simplifies drive configuration, eliminating the need for IRQ settings or SCSI terminations.

The broad platform support offered in IEEE 1394 is also ideal for users who operate between systems, such as graphic designers. Passing data between a PC and a Mac couldn't be easier.

The guaranteed bandwidth that IEEE 1394 provides–(a result of its "isochronous" data transfer mode)–makes a FireDrive an excellent means of storing files for digital video editing, where a steady data stream is essential.

IEEE 1394 will also continue to evolve. Future versions of IEEE 1394 increase speeds, continuing to keep FireWire the first choice of interface for digital video users.

	IEEE 1394
Speed	-up to 400 Mbps
Daisy-chaining	-up to 63 devices
Hot plugging	-yes
Plug and play	-yes
Primary uses	-scanners, high-speed storage devices, digital video -defacto standard for transferring video from DV cameras to computers
Topology	-peer-to-peer configuration (in some applications, no PC needed)
Data transfer	-guaranteed bandwidth
Platform support	-Windows® 98SE/ME/2000 Mac 8.6+, Linux Kernel 2.4+

IEEE 1394	Serial	Parallel	Multi-Port	USB
FireDrive	FireHost IEEE 1394	USB 1.1 Host Adapter	Parallel	Parallel ECP/EPP	DualPar-PCI	LavaPort-ISA
IEEE 1394 PC-Card	IEEE 1394-IDE Controller	SPH-USB Hub	Parallel-PCI	Parallel-PCI/LP	LavaPort-PnP	LavaPort-650

Profile File

TRANS AMERICAN

Transamerican Computer Wholesalers is a national distributor of PC-related parts and components. Located in Jacksonville, FL, the company has been serving the reseller market for over 14 years, and has been Lava's customer for over eight years. TCW specializes in mainboards, CPUs, memory, I/O cards, multimedia products. The company also puts an emphasis on closeouts and liquidations.

Lavalites (People who work here)

Stewart MacSorley — Lava's controller — spends much of his commuting time listening to self-improvement and philosophy tapes in his car.

These tapes have helped Stewart to understand the intricacies of dealing with Lava's day-to-day accounting, and other matters. Be it spread sheets, shipping or paying Lava's bills on time – Stewart is the one who knows where everything goes. He is always cool and collected, he likes his baseball, and plaid shirts. Stewart is the father of two wonderful kids.

IEEE 1394	Serial	Parallel	Multi-Port	USB
LavaPort-PCI	LavaPort-Plus	LavaPort-Quad	SSerial-550	DSerial-550	SSerial-PCI/LP	2SP-550
DSerial-PCI	SSerial-PCI	DSerial-PCI/LP	2SP-PCI	SP-PCI	Quattro-PCI	Octopus-550

Lava in its New Building

Lava has recently completed one of its biggest moves ever – physically pulling up roots and moving to a new building. Those who knew the old building knew Lava was bursting at the seams, and so the new building makes a great base for Lava's ongoing growth. The new building contains all of Lava, from engineering and manufacturing,

The New Lava: 2 Vulcan Street

through sales, marketing, and accounting, right to technical support. Lava isn't like many other companies, simply putting other peoples' wine in our bottles – we actually design and build all the I/O cards we sell.

Our new facility accommodates our increased manufacturing capacity, and, along with the move to a new building we have added new assembly equipment and ovens to increase our manufacturing.

The new building also holds a dedicated DTP area and internal print shop (yes, we print our own manuals and retail boxes), expanded test and engineering labs, and new front offices and reception area.

One of Lava's new MyData MY-9 pick and place machines.

The Source for Ports

LAVA

Lava Survey

➡ Are you a: ☐ Dealer/Reseller ☐ Retailer ☐ VAR ☐ System Builder

➡ On average, how many I/O cards do you sell each month? _____

➡ What other brands of I/O cards have you been using? _____

➡ Which peripheral is your best seller?

☐ Scanners (USB) ☐ Scanners (parallel) ☐ Printers (USB) ☐ Printers (parallel) ☐ Digital Cameras (USB)
☐ External Modems ☐ Digital Cameras (IEEE 1394) ☐ Internet Cameras ☐ External Drives (eg. Zip)

➡ Preferred bus technology? ☐ FireWire ☐ USB 2.0 ☐ USB 1.1 ☐ PCI ☐ ISA

➡ Where did you originally hear about Lava?

☐ Computer show ☐ Lava mailer ☐ Lava web site ☐ Lava fax ☐ Referral

➡ What percentage of your business is done: [_____] by phone [_____] by customer visit [_____] on-line

➡ Have you sold Lava I/O cards using the Lava newsletters' sales tips? ☐ Yes ☐ No

NAME: _____ TELEPHONE: _____

COMPANY: _____ E-MAIL: _____

Please complete and fax this survey to (416) 674-8262

The prize in this month's draw—a Lava FireDrive ☐ Send in your completed survey to enter the draw!
Look for the winner of this Lava Survey draw in the next LAVANEWS.