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LAVANews

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Focus on
USB 2.0



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Lava's High-Speed USB Products

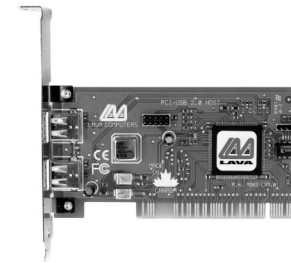
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Lava's focus on ease-of-use, along with its I/O expertise, make it natural that it should be a leader in introducing products based on USB 2.0 (also called High-Speed USB). This new I/O standard builds on the solid foundation of USB 1.1, which is already found in Windows PCs, Macintoshes, and Linux. At this point, USB 2.0 is implemented in Windows 2000 and the new Windows XP. USB offers low cost, great ease-of-use, backwards compatibility with USB 1.1, and advanced functionality.

Lava's USB 2.0 Host Adapter adds two 480Mbps ports on the PCI bus. It is perfect for users who want to add or expand ports to connect high speed peripherals, like scanners, external CD-RW or DVD drives, or Lava's Kazan IDE Drive Enclosure. At the same time, USB 1.1 devices work just as before when plugged onto a USB 2.0 port.

In the USB world, adding ports with host adapters makes especially good sense. Adding USB ports to a system by employing a USB hub subdivides the bandwidth of the port the hub is attached to – but, when you add ports with a host adapter, you are adding full bandwidth on each new port.

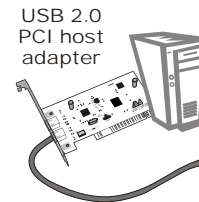
Lava's Kazan – the first USB 2.0-to-IDE drive enclosure on the market – makes great use of the speed and convenience of USB 2.0 by combining USB 2.0-to-IDE bridging electronics, a power supply and cables, and a sturdy and compact enclosure. Pop in any IDE drive and you have a high-speed, hot pluggable external drive! It's perfect for taking work between home and office, or for quickly and easily backing up data. For the curious, "Kazan" means "volcano" in Japanese – and the Kazan is a hot combination of speed and power!



USB 2.0 Host Adapter

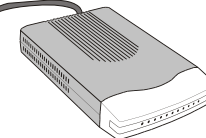


Kazan
USB 2.0-to-IDE
Drive Enclosure



USB 2.0
PCI host
adapter

USB 2.0: Ideal for
external storage
solutions!



Kazan
USB 2.0 IDE
drive enclosure



About USB 2.0



USB 2.0 is the newest high speed I/O standard for the PC world. This interface standard has many attractive characteristics that make it an excellent choice for attaching a wide range of devices, such as the Kazan IDE hard drive enclosure. The table to the right summarizes the main characteristics of USB 2.0.

The high-performance USB 2.0-to-IDE interface of the Kazan makes external storage much faster than for drives with conventional serial, parallel, or USB 1.1 connections, and the Plug & Play operation of USB 2.0 simplifies drive configuration, eliminating the need for IRQ settings or SCSI terminations.

A major advantage of USB 2.0 is its backward compatibility with USB 1.1. First, this means that any USB 1.1 device will work attached to USB 2.0 hosts and hubs. Of course, USB 1.1 devices will not work faster when attached to a USB 2.0 interface, but USB 2.0's backward compatibility assures that legacy USB devices will not become obsolete. Second, USB 2.0 devices can be attached to USB 1.1 ports, although they will then only operate at USB 1.1 speeds. Finally,

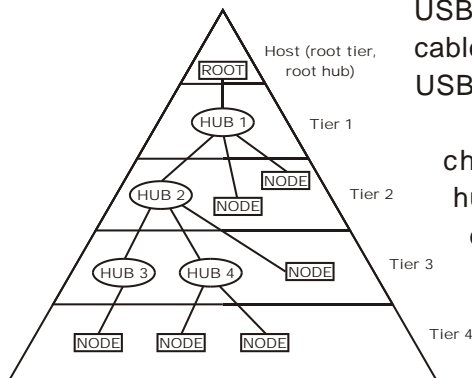
USB 2.0 uses the same cables and connectors as USB 1.1.

USB 2.0 can daisy-chain devices using hubs as shown in the

diagram on the left. Up to 127 devices can be connected in up to five tiers.

Currently, USB 2.0 has support in Windows 2000 and XP. Support in Linux and the Macintosh world has yet to be determined. The popularity of USB 1.1 suggests that USB 2.0 will become widely deployed as well.

USB 2.0	
Speed	-up to 480 Mbps
Daisy-chaining	-up to 127 devices, using hubs
Hot plugging	-yes
Plug and play	-yes
Primary uses	-printers, scanners, input devices, slower & high-speed storage devices -defacto standard for plug-and play input devices (mice, tablets, etc.)
Topology	-host-slave configuration (uses central controller)
Data transfer	-bandwidth polling
Platform support	-Windows® 2000/XP



Profile File



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Pro-Data Inc. is a Canadian regional value-added distributor and manufacturer focused on Western Canada, from Northern Ontario to British Columbia. Founded in 1987, the company is privately owned, with offices and stocking warehouses in Winnipeg, Calgary and Edmonton.

Pro-Data distributes quality systems, peripherals, and components. They are a long-standing authorized distributor for Lava, and carry many other top-flight products. Pro-Data also supports and services its product lines, provides marketing and sales support to its customers, and works with dealers to create end user product awareness and demand.

Pro-Data's success is based on four key elements: a solution-oriented one stop approach, superior service and support for dealers, consistency and innovation, and strong and stable business partnerships.

Additional USB 2.0 Info

www.usb.org This site is run by the USB Implementers Forum, Inc. (USB-IF) which was established in 1995 to support and accelerate the market and consumer adoption of USB compliant peripherals. Today, the USB-IF has more than 800 member companies. Look to this site for the most current USB news.

www.usbman.com A good independent source for technical information on USB generally: white papers, drivers, technical documents, product news, and troubleshooting help. This site is also good for operating system-specific information on USB.

Lavalites (People who work here)

Jennifer Monchamp is the newest addition to Lava's sales team.

Jennifer's newest love – watching the 600 digital TV channels she subscribes to – might just replace her love of reading, at least for a while. When she is not reading or watching TV, Jennifer is working on the Great Canadian Novel, and has been for the last three years.

And, when she finishes the public relations, political science, and English programs she is studying, she might just become Lava's official speech-writer!



The Source for Ports



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—a Lava Kazan IDE drive enclosure ■ Complete the survey to enter!
Look for the winner of this Lava Survey draw in the next LAVANEWS.