

February 2005

A Monthly Newsletter from Rose Electronics

## Trivia Contest

*This month we have a new prize. You'll find the prize, the question and last month's answer further down in the Newsletter. Ten winners will be selected from the correct answers submitted. Enjoy this month's contest!*

## Product Headlines Free Lifetime Firmware Updates

*Rose provides free lifetime flash firmware updates on our KVM Switches and KVM over IP products. You can always be up to date with our latest features and innovations, as well as protect your product investments. You are never out of date with Rose.*

## UltraLink Lite 50% Off Promo KVM/IP at its best

*Take advantage of this limited time Reseller only Newsletter offer.*

*E-mail us at [sales@rose.com](mailto:sales@rose.com) or call 800-333-9343.*



## In the Spotlight...

## New Rose...

### New Web Site

**Houston, TX** – We are pleased to announce the launch of our new Web Site on March 1, 2005. The newly designed site will not only bring a new look to Rose but also more information on more products than ever before. In this issue of the Newsletter and over the next several weeks, we'll be highlighting some of the latest innovative products and enhancements that are now available for you.

### New Products

#### **MultiStation PC – Two or more users can simultaneously and independently use a PC!!!**

**Houston, TX** – Rose Electronics announces the release of an innovative new PC Sharing product for business or home. Connect additional monitors, keyboards and mice to a computer using the MultiStation PC. Multiple users can use a PC simultaneously, with each user working independently of the others. Everyone can access the Internet, run applications at the same time and even share a printer. In business environments, employees can share a computer and eliminate your next PC purchase. Also, consider the MultiStation PC for Kiosk applications, hotel lobbies, classrooms, restaurant ordering systems, waiting rooms, and any other application where multiple users need to simultaneously share a computer. The MultiStation PC is also ideal for the home. No need to purchase a new computer when more family members need a PC. Just connect an extra monitor, keyboard and mouse to the MultiStation PC and it's like having a new computer in the house, without the expense. For additional information about the MultiStation PC, please contact us today.



## “Would you like cables with that order?”

### Save 20%-45% with Vista KVM Bundles

**Houston, TX** – Rose Electronics is now offering kit pricing for our Vista family of KVM switches. You can now purchase Vista Kits which include a Vista KVM Switch, cables and a rack mount (if applicable), bundled for convenience and priced to please your budget. The Vista family is the KVM switch of choice for business or home. Available in two, four and eight port models, the Vista can access anywhere from 2 to 64 computers. Designed for plug-and-play operation, the versatile Vista switch saves space and money. For even greater savings, we'll integrate the Vista Kit into a specially priced Rack Mount KVM Drawer. See more information below. Contact us for details.

## Did You Know?

... Using our bus technology, the UltraMatrix is chainable using a dedicated expansion card eliminating the need to use CPU ports. This provides up to sixteen non-blocking users without sacrificing important CPU ports.

...Our CrystalView Pro fiber KVM extender has DVI/VGA capability that extends your KVM signals up to six miles with virtually no degradation of video quality.

## Upcoming Events

**March Training**  
(Call to schedule time)

**Trade Shows**  
**CeBIT**  
March 10-16  
Hannover, Germany

**Networld+Interop**  
May 3-5  
Las Vegas, NV

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## Selling Points...

### \* RackView Kits-Specially Priced KVM Drawers w/Vista Bundled Kits

We have combined two great offers, specially priced RackView KVM Drawers and the Vista KVM Bundled Kits into one great product offer, a RackView Kit. Take advantage of this offer and we'll deliver a RackView with a built-in Vista KVM switch and cables at an extra low price. RackView is a 1U KVM rack drawer available with 15", 17" or 19" LCD's, with up to 1280 x 1024 resolution, a tactile keyboard, easy-glide rails and a high resolution optical trackball. The



RackView offers the latest, most efficient way to conserve rack space and control server rooms or multiple computers. Contact us for details.

### \* We Make it Easy-You Have a Dedicated Account Team

You have a dedicated Account Team at Rose Electronics. They are here to serve your needs in serving your customers. Rose Account Teams are comprised of Account Managers, Inside Sales Representatives and Technical Sales Specialists. Your Account Team is designed to be an extension of your organization, helping you close business by providing you their time, expertise and any Rose resource and tools you need. They also have access to special pricing programs to address any competitive situation you might have. In addition, your Account Team and Rose offers:

**Special Pricing Programs**  
**Free Product Sales Training**  
**Try &Buy Program**  
**Evaluation & Demo Programs**  
**Free Technical Support**

**Free Technical Design & Consulting**  
**Exclusive Product Briefings**  
**Joint Sales Calls**  
**Free Lifetime Firmware Updates**  
**Marketing Assistance**

**Make our team a part of your team.**

## Win With Rose Trivia Contest

### This Month's Question...

What part of a Rose is rich in Vitamin C and is sometimes referred to as "pig's noses"?

**Hint: Shares its name with a body part.**

**Win a Rose Carrying Case** (carries anything, not just Roses) by submitting your answer in a reply to this e-mail before 12:00 AM February 27, 2005. We will select 10 winners in a random drawing of all correct answers on February 28, 2005. We'll notify winners immediately and post the answer in the next Newsletter. Good luck!

**Last Month's Answer:** The Rose is the official flower of New York, Georgia, Iowa and/or North Dakota.



**WWW.ROSE.COM**

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