

May 2004

A Monthly Newsletter from Rose Electronics

Product Headlines

20th Anniversary Special Offer

We'd like you to share in the celebration of our 20th Anniversary.

Take advantage of a 10% discount for any purchases of the UltraConsole made by the end of June 2004. To receive this discount, simply tell us you saw the offer in the May issue of the Rose Advantage Newsletter.

Stop Running Around

If you work with video applications and run from room to room accessing computers to get your job done, you can now access up to 64 computers with as many as 4 video outputs each from a single station with the MultiVideo KVM switch.

We've Got it Backwards

A reverse KVM switch, the MultiStation, is designed for environments where multiple users need to share access to a single computer.

Rose Electronics Introduces...

UltraConsole™

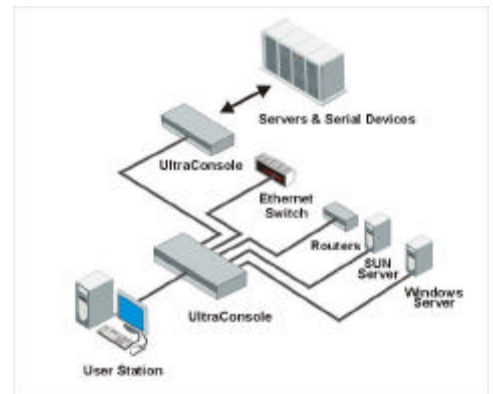
Single User KVM Switch with Integrated Support and Control of Servers, Routers, Ethernet Switches and other Serial Devices

Houston, TX – Recognized as the pioneer of KVM switch technology, Rose Electronics offers the industry's most comprehensive range of multi-platform server management products. The UltraConsole is a single user integrated KVM switch and Serial Console which can access and control servers, routers, Ethernet switches and other serial devices. The UltraConsole has unrivalled expansion capability, controlling up to 1,000's of network devices from a single station, whether your network devices are PC, Sun, USB, UNIX, Linux, Apple, HP, SGI, RS6000 or serial. The UltraConsole is a complete network control solution which has been well received by the IT industry.

The UltraConsole series allows for a central user station to connect to four, eight, or sixteen computers per chassis, expandable to as many as 1,000 servers or serial devices. It is available in 1 x 4, 1 x 8, and 1 x 16 models. Units easily connect together with bus cables to make a seamless and truly scalable KVM switch. The advanced distributed design uses networking communication technology to reduce cost, eliminate single points of failure, and increase reliability.

The On-Screen Display allows you to name and select a computer, view connections, assign users and configure system security. It is so powerful that it actually becomes a color VT220 terminal from which you can configure any computer port to be serial. Once connected to a serial device you will receive a 24 x 80 screen from which you can access any serial device just as if you were connected with a terminal. High quality video is supported up to 1280x1024. The ability to install our system without powering down most computers adds to the ease of installation without the productivity of the network being interrupted.

In today's market, customers expect products to give them the best value, features, and benefits for their needs. With its superior quality, robust feature set, durability, expandability, and free lifetime firmware upgrades, the UltraConsole is an outstanding value for IT departments.



Did You Know?

...Our Sales Consultants will help design the best solution to meet your needs.

...If you need a reseller, we can find the right one for you from our extensive list of Authorized Resellers.

...Rose products come with a No Risk 30 Day Money-Back Guarantee.

Upcoming Events

May 11-13
Network + Interop
Las Vegas, NV

May 25-27
CeBIT-America
New York, NY

June 9-11
InfoComm
Atlanta, GA

Please Contact us...

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Selling Points...UltraConsole

One Product for One Network for One User

For companies that only need a single user KVM system but have diverse devices on their network, the UltraConsole becomes a single-switch, single user, multi-platform solution which can access up to 1,000's of servers, routers, Ethernet Switches, and other serial devices, regardless operating system.

UltraConsole Expandable to a 2-User solution

If you experience unexpected growth, although the UltraConsole is a single user switch, you can add a second user by adding a "Secondary User" UltraConsole. By doing this, you also gain up to 16 additional CPU ports.

Independence Day

Our products are Operating System independent. All of the work is done within our firmware. This means that you don't need to install software updates to make our products function within your network. In many cases you do not need to power down your network. Just connect your cables and configure the switch and you are off and running. Our products also work with most other manufacturers' switches. Buy with confidence from Rose and rest assured your system is being supported with the most reliable, robust, state-of-the-art technology.

Rose Celebrates 20 Years of Quality and Innovation

Rose Electronics celebrates a 20-year mark this month as the pioneer of the technology and manufacturing behind many of the KVM products used today. Our early advances included many industry "firsts", such as the first buffered intelligent automatic and code activated switch, the first keyboard/monitor switch, as well as the first matrix video switch. We continue to grow as a worldwide leader in the industry, providing solutions as versatile as our customers themselves.

We attribute much of our success to our clients and their ideas that help us create new and improved products. We thank you for your continued support as we look forward to serving you for years to come!

Ask us about...



UltraConsole™
Single User Serial Console and KVM Switch

One User, One Network, One Product
Access and control up to 1,000 Servers,
Routers, Ethernet Switches & Serial Devices !!!!



WWW.ROSE.COM

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