LAVA at RetailNOW 2007, Las Vegas
Booth #703

Dear RSPA Member:

LAVA is planning to show several interesting **NEW** products at the RetailNOW 2007 conference and exhibition July 15-18 in Las Vegas. We are confident that these products will make your POS installations easier and more satisfying!

For those either polling Electronic Cash Registers (ECRs) over the Internet, or planning to do so, we have three products that make polling easier, more powerful, and more cost effective than you ever imagined it could be.

- First, the new **LAVA HQ+ST+ Link** offers power and cost-savings to polling. In addition—and this is a huge cost savings—installation in stores is virtually automatic. No messing around with router configuration; all you need to do is supply the contact number for polling. In addition the **LAVA HQ+ST+ Link** gives powerful monitoring to your polling network.

- Second, the new **LAVA HQ-ST Link** provides the polling support you need, along with the ability to remotely update store (ST) units from the head office (HQ) unit. Designed to eliminate the need for store visits once an installation is up and running, the **LAVA HQ-ST Link** reduces the costs of maintaining a store polling network.

- Finally, the **LAVA Ether-Serial Link** family IP-enables dial-up ECRs. Now you can easily and remotely poll cash registers for their daily sales information, across a chain of stores. **LAVA Ether-Serial Links** come in 1, 2, 4, 8, and 16 port versions to meet the needs of chains, from those with a few small single station stores to those with many large multi-lane stores.

    Interested in more info? Download our ECR Polling White Paper from www.lavalink.com!

LAVA is also showing its new **LAVA POS Serial Port Splitter** at RetailNOW. This simple device takes inputs from two serial devices, arbitrates their data flows, and directs both to one serial port. A common application is connecting a pinpad and an RFID reader simultaneously to one serial port on a POS terminal.

And don't forget LAVA's other serial connectivity products, including our PayLink-IP/Dial and PayLink-IP/232 for IP-enabling dial-up payment terminals, and our industry-standard serial expansion cards for PCI and ISA. LAVA has over 50 products, all LAVA engineered and manufactured, and covered by the LAVA Lifetime Warranty.

See you at **BOOTH #703**!

  — The LAVA Team

LAVA
LIFETIME
WARRANTY

**LAVA POS Serial
Port Splitter**

**LAVA HQ+ST+
Links**