MAKING INTERNET POLLING EASY
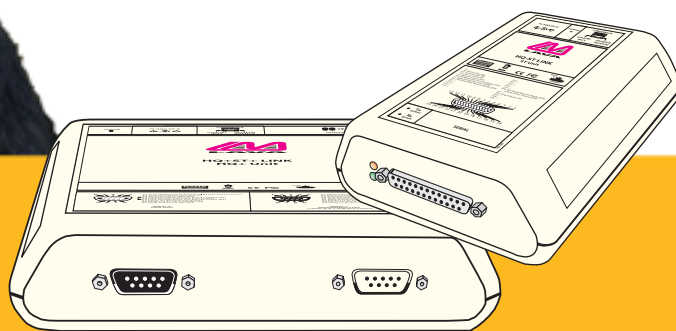## with the LAVA HQ+ST+ Link

LAVA's HQ+ST+ Link gives you the best in Internet polling hardware:

- *The fastest & easiest installs*
- *The best monitoring*
- *The strongest security*

Store units contact their designated headquarters unit automatically, establishing the link you need for ECR polling.

- ### Super-easy installation—eliminates gateway hassles

  Store units install automatically, connecting to their head office device, and exchange all necessary parameters. **NO store-side router configuration!**

- ### Provides monitoring of store on-line/off-line status

  If an ST+ unit loses connection to the HQ+ unit, a notification can be sent to the operator of the ECR network.

- ### Remotely upgradeable firmware

  Firmware running on store units can be remotely upgraded from the head office, eliminating store maintenance visits.

- ### Eliminates need for static IP address

  Due to LAVA's unique HQ+ST+ architecture, static IP addresses at the store are no longer necessary.

- ### Secure, hack-proof connectivity

  HQ+ST+ units will ONLY talk to other HQ+ST+ units with the same authentication codes, making it impossible for non-HQ+ST+ units to attach to the headquarter-store link. In addition, because no router port is opened to the store unit, the store's network is secure.

LAVA
LIFETIME WARRANTY

The Problem

Setting up routers to establish broadband connections to remote ECRs is one of the biggest headaches installers face. Between ISPs, modem commands, and router configurations it is next to impossible to simply use a boilerplate set-up. Sometimes access to the router is not even possible. LAVA solves these problems with the LAVA HQ+ST+ Link. We eliminate complicated set-up at a store location, while creating a stable, secure, permanent link from store to headquarters.

Easy Installation

How does it work? Basically, an HQ+ST+ Link is hardware that connects a remote store location to the head office. At the store, the ST+ unit is attached to the serial port of an ECR and to the store's local area network. At the company headquarters, the HQ+ unit is installed on the serial port of a monitoring computer, and to the headquarter's local area network. So far so good, but what makes that different from any other IP-enabling hardware?

The difference is in the way that the ST+ unit simplifies setup. With the IP-enablers you have used before, there are a whole lot of steps: configuring the store's unit with an IP address, giving it a gateway address to the Internet, and supplying the IP address of the headquarters unit. Then you have to configure the store's router to direct incoming accesses to the IP address and port number of the in-store unit. Then you have to configure the head office to know about the store. That's too much!
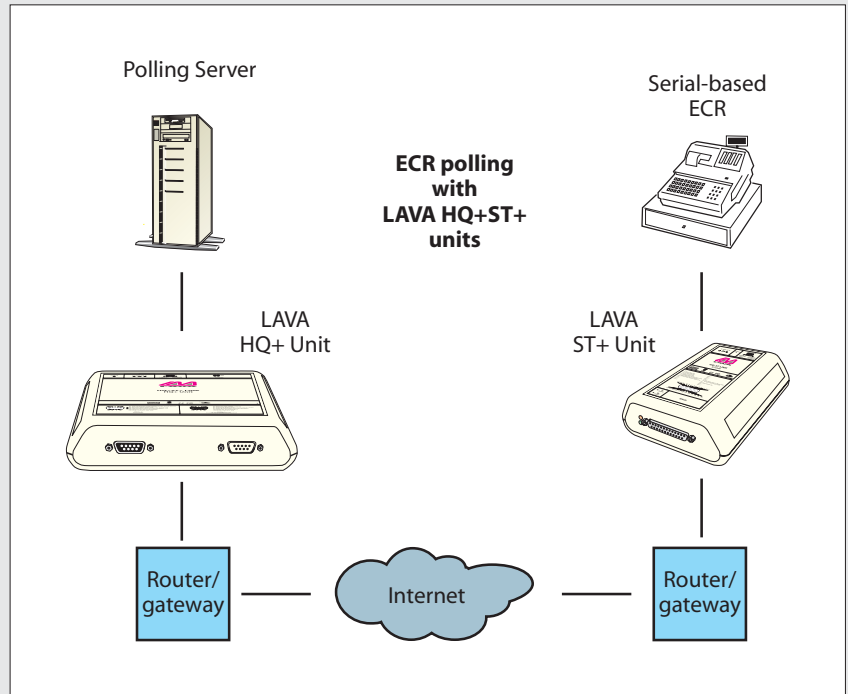
LAVA's HQ+ST+ Links automatically set up the store unit, which then automatically contacts head office. The head office IP address is all the ST+ unit needs from you.

The head office unit (HQ+) will do the rest, keeping track of the store unit's on-line/off-line status and making the serial port of the ECR at the store available to any ECR polling software that you are running, just as if the ECR were directly attached to the head office computer. Now, you will have at a glance up-to-date information on the status of ECR connectivity at all your stores, from one central location.

Easy Maintenance

The HQ+ST+ Links are not only designed for easy installation, but also for easy maintenance. ST+ units can be remotely upgraded from the head office, eliminating the need for service and maintenance calls.

The LAVA HQ+ST+ sets a new standard for ease of use in ECR management, drastically reducing the costs of deployment and support while giving a new level of visibility to ECR networks.

ECR polling with LAVA HQ+ST+ units — Polling Server, LAVA HQ+ Unit, Router/gateway, Internet, Router/gateway, LAVA ST+ Unit, Serial-based ECR

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