



Retail Applications

AirLink™ Raven XE Intelligent 3G Ethernet Gateway



POWERED BY: ALEOS™

3G Cellular Connectivity for Retail, Point-of-Sale, and Kiosks

The Raven XE is a compact, rugged 3G device with a high speed Ethernet port, that serves as an intelligent broadband connection between the enterprise and field equipment. It's an ideal solution for various retail applications that require a reliable, secure connection.

RELIABLE AND CONVENIENT CONNECTIVITY

Running or installing DSL and cable connections is costly and inconvenient. The Raven XE quickly and easily enables a persistent and reliable connection where cellular coverage is available. The Raven XE and your selected cellular network act like a “big long Ethernet cable” between your central database and all of your assets in the field.

SECURED CONNECTION

The Raven XE is powered by ALEOS, an embedded intelligence engine that has evolved over 15 years of deployments in real world applications. ALEOS is embedded with security features, such as an IPsec compliant VPN and GRE tunneling that ensure that data is secure from any unauthorized access. When integrated with a PCI certified Point-of-Sale terminal, the Raven XE can be an integral component of any PCI compliant retail or POS deployment.



SIMPLIFIED SOLUTIONS

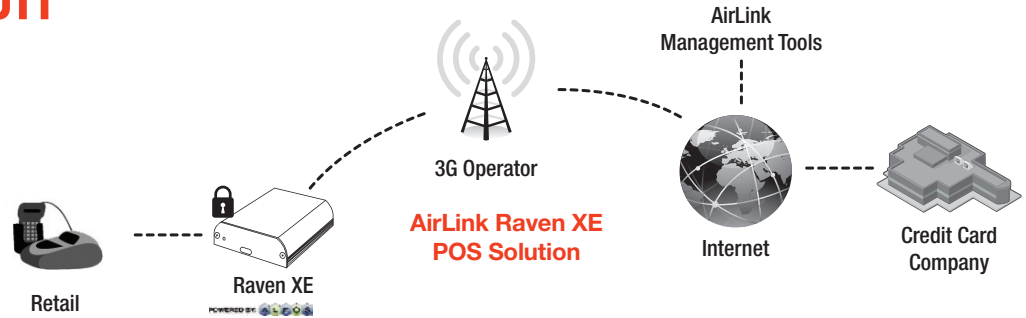
Choosing, deploying and managing a cellular gateway solution can be a complex task for any organization. By working with one of our experienced value added resellers (VARs), customers can select the AirLink device that's right for them and integrate with appropriate hardware and software solutions partners. By leveraging our community of reseller and solutions partners customers can solve nearly any business problem.

HOSTED REMOTE MANAGEMENT

When deploying a wireless data solution in field locations, having the ability to manage the cellular gateways is invaluable. Remote management avoids expensive trips by field technicians to remote locations to configure or troubleshoot a device. By leveraging our commercial hosted remote management tool, customers can perform device maintenance, monitor overall performance and diagnose system and network issues for their entire deployment.



Airlink Raven XE Retail Solution



SCENARIO: POINT-OF-SALE

CUSTOMER

- Seasonal retailer needs secure connectivity for sales transactions. DSL can be costly and inconvenient.

SOLUTION

- 3G data service for primary connection
- Ethernet LAN connection to PCI compliant POS terminal
- Onboard VPN tunnel connects Raven XE to internet for credit card transactions
- Value Added Reseller configures Raven XE and integrates with POS terminal and appropriate software

BENEFITS

- Independent: Not reliant on landlines
- Convenient: Simple set-up and management
- Secure: Ethernet LAN and VPN ensure data security

SCENARIO: VENDING

CUSTOMER

- Operator of high-end vending machines located in heavy traffic areas, especially airports. Running DSL lines requires long lead times and is inflexible.

SOLUTION

- Use Raven XE for wireless 3G connection, acts like a big long Ethernet cable
- Small form factor enables easy integration
- Value Added Reseller configures Raven XE and integrates with vending kiosk

BENEFITS

- Portable: Easy to move to new locations
- Economical: Eliminates cost of installing DSL and high monthly costs
- Convenient: IT team can manage all remote devices with one hosted software platform



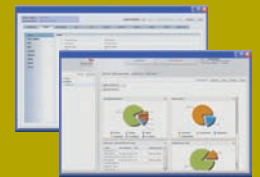
RUGGED INTELLIGENCE

ALEOS™ embedded intelligence powers AirLink devices and supports 24/7 always-on persistent connectivity, secure real-time, two-way data exchange.



REMOTE MANAGEMENT

The AirLink suite of management tools enables remote configuration, administration, and control deployments of any size.



Together, ALEOS and AirLink tools enable customers to extend their enterprise by managing deployments from anywhere with Internet connection.

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