

FocalPoint 40 Profile: Lantronix

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Lantronix Summary

Lantronix, Inc. (NASDAQ: LTRX) is a provider of hardware and software solutions ranging from systems that allow users to remotely manage network infrastructure equipment to technologies that network-enable devices and appliances. Lantronix was established in 1989, and its worldwide headquarters are in Irvine, California.

Lantronix Offerings

Lantronix is harnessing the power of open systems to deliver Device Server™ products. These systems enable electronic devices to connect to a network. Device Servers are computing and data communications platforms that integrate hardware, embedded software, networking protocols, and a Real-Time Operating System (RTOS). In client/server architectures, Device Servers connect devices to a central control server. In peer-to-peer networks, Device Servers embed intelligence into devices, allowing them to work independently of the core system and communicate directly with each other. The whole package allows users to remotely monitor and manage devices and gain real-time access to information, while reducing maintenance costs and increasing system flexibility.

Lantronix Differentiation

Lantronix aims to meet escalating demand for real-time access to information across many sectors. Businesses in health care, building, industrial, and many other environments want to increase their capability to improve efficiency, make intelligent decisions, enhance customer service, and save time and money. Devices like bar code scanners, thermostats, factory machines, scales, blood analyzers, and security systems all have the capacity to share information over the network or the Internet without PCs. Lantronix is poised to respond to this demand by enabling the proliferation of device connectivity. Furthermore, Lantronix products support open industry standards including the Fieldbus Foundation, Industrial Ethernet Association, Industrial Automation Open Networking Alliance, and the Universal Plug and Play Forum.

Texas Instruments

Case Study

Texas Instruments (TI) has implemented several Lantronix solutions for the monitoring and controlling of critical elements in its fab factory in Dallas, Texas. Lantronix Device Servers Ethernet-enable all the equipment at TI's Support Center, replacing the legacy network that was independent of the local area network. Network-enabling all of the process control equipment at the Support Center would have required a significant time and money investment; but the Lantronix solution allows over 500 PCs in the center to access real-time information, eliminates the need for an on-site technician, and accelerates failure response time. Lantronix Device Servers are also used at TI for the purpose of measuring the concentration of contaminants in water samples. The previously complicated process required transferring a signal from a water analyzer to a programmable logic controller to a human/machine interface. Using Device Servers, however, the contaminants can be measured at the water sample source, reducing the risk of error and providing real-time data. Having recognized the value (time and money savings as well as error and downtime reduction) generated by Lantronix solutions, next for TI is network-enabling the airflow control process into the fab factory.



Lantronix Markets

Lantronix Device Networking Solutions address numerous application needs, but the company has developed custom solutions for six primary markets: industrial automation, healthcare, retail/point of sale, building automation, residential automation, and IT/telecommunications. In each sector, Lantronix Device Servers connect equipment at the plant or shop or building floor to the corporate network for real-time monitoring and centralized management of information. With scalable architecture to increase flexibility, users are able to streamline business management operations, reduce maintenance costs, remotely configure, monitor, and manage devices and equipment. Through strategic partnerships and acquisitions, Lantronix is positioning itself to deliver networking solutions to virtually any application.

FocalPoint Perspective

Lantronix is providing device networking for the masses. With over two million devices now online because of Lantronix, the company is positioned to help network a substantial range of device types, particularly in office, retail, industrial, and medical settings. The company's acquisition of Premise SYS Automation Software also indicates a move to offer solutions for the growing home automation space. A recent demonstration by the company highlighted how consumers will gain control of home lighting systems, for instance, from their cars (in this case, a new Hummer). While Lantronix is well-positioned for wire-bound connectivity, Lantronix solutions integrate well with wireless add-ons. Provided the company continues to pursue and develop wireless solutions for itself, Lantronix should be able to substantially extend its market position.