

FocalPoint 40 Profile: NetSilicon

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NetSilicon Summary

NetSilicon is a Digi International company based in Waltham, Massachusetts, with offices in Germany and Japan. Founded in 1984, the company provides integrated hardware and software designed to network intelligent devices.

NetSilicon Offerings

NetSilicon's "Solution-on-Chip" approach combines its NET+ARM® processors and networking software to provide an end-to-end platform for Internet- and Ethernet-connected products. The company is unique in that it offers a complete embedded networking package from one supplier. The package contains all of the processing hardware, networking software, and development tools needed to begin immediate application development to deliver Internet/Ethernet-connected devices. More specifically, the company integrates the NET+ARM 32-bit microprocessor product with its NET+Works advanced networking software, adding development tools, real-time operating system, and connectivity software to accelerate customer development of intelligent, networked devices.

NetSilicon Differentiation

Digi International backs NetSilicon with experience and international recognition in delivering simple device networking. NetSilicon offers a range of products (including device servers, secure console management servers, terminal servers, asynchronous cards, and Universal Serial Bus) which allows it to provide a seamless migration platform for enabling customers to move from external box, to chip solutions while preserving their applications code. NetSilicon embedded technology now enables a substantial number of devices or users to be connected locally or remotely to LANs, multi-user systems, and the Internet. Such solutions serve end users and manufacturers alike – manufacturers are increasingly recognizing the value of pre-packaging their equipment with NetSilicon software, while end users benefit from connecting to critical assets. By offering simple, affordable and reliable networking development tools, NetSilicon is able to help its customers accelerate their products' speed to market.

Datamax

Case Study

NetSilicon was recently selected by Datamax to provide networking solutions for its industrial and retail printing applications. The manufacturer of direct thermal and thermal transfer printers wanted to make its printers network-enabled in a cost effective



way that would not sacrifice product development time. NetSilicon provided a solution to enable Ethernet/Internet connectivity in Datamax's I- and W-Class industrial label printers through the NET+ARM family of network-attached processors and NET+Works development tools suite. The solution is able to grow with networking requirements at Datamax, and is accompanied by comprehensive technical support as needed. NetSilicon's Internet Printing Protocols allow seamless printing and management in various environments including Windows, Novell Netware, AppleTalk, and Unix. Services and applications can be managed from any SNMP console or a web browser, offering Datamax's end users flexibility in configuring and administering imaging devices.

NetSilicon Markets

NetSilicon is enabling device intelligence and connectivity in a broad range of industries, including telecommunications, building controls and security, retail point-of-sale, industrial automation, and office appliances. The "Solution-on-Chip" approach to end-to-end networking is valuable to customers in mission-critical environments who can benefit from connecting devices and systems. Embedded connectivity serves to reduce development risk and costs as well as shorten time to market. NetSilicon also helps manufacturers add more value to their equipment without having to make the investment in new development. Ultimately, its mission is to 'make device networking easy' for the non-network-savvy embedded markets.

FocalPoint Perspective

Among the FocalPoint 40, NetSilicon is a veteran, having earned its stripes through nearly 19 years of deploying device networking solutions. Its system-on-a-chip solution makes it quick and easy for device manufacturers to install and deploy a device that can connect to a network, particularly in industrial and office settings. What's more, Digi International's recent acquisition of NetSilicon has provided stronger international brand recognition and the complete package of processing hardware, networking software and development tools. As interest in M2M grows, NetSilicon has to adjust its current embedded systems image to address the business opportunities in M2M; which will probably be seen as a 'new' opportunity. Its strong management team and understanding of the changing market will suit it well.