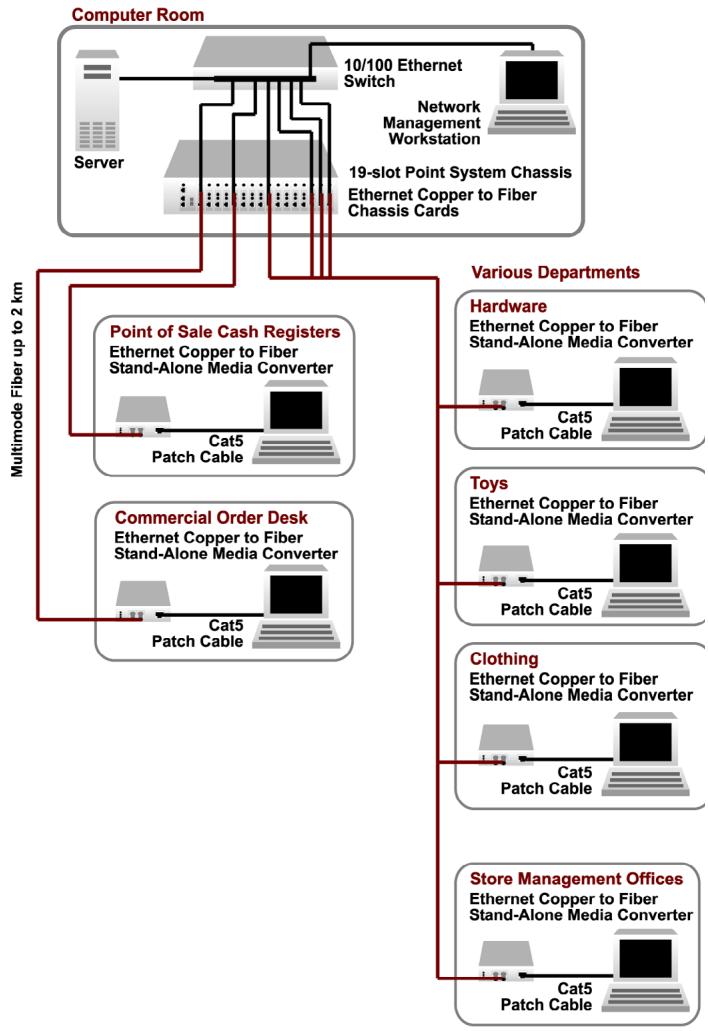




Media Conversion Solutions for

# Retail Applications

## ► Use Media Converters in Retail Applications



Retail sales companies are seeing the benefits of having state of the art information technology systems in their stores. Instant access to sales volumes and inventory levels has allowed store managers to control costs while ensuring they have the right mix of products on their shelves.

Large warehouse retailers in particular can benefit from using media converters while deploying fiber cabling to connect their point of sale equipment, receiving dock workstations, and printers back to the main computer room over long transmission distances.

- Network signals can travel farther on fiber optic cable than on twisted pair
  - 2 km on multimode
  - 20 km on single mode
  - Long haul options for 40, 60, & 80 km
- Solutions requiring less equipment cost less
  - Use fiber to create direct links between the main computer room and the end stations
  - Reduce the number of communication closets required with a copper solution
- Media converters allow fiber to be deployed into twisted pair networks
  - Protect investments made in UTP based hubs and switches
  - Copper switches cost less than their fiber equivalents
- Savings experienced at the store level will become significant when rolled out company wide
  - Savings of 40% are often realized with the installation of copper switches and media converters versus an all fiber solution

### Chassis Based Solution in Main Computer Room

- Hot swappable media converters
- Redundant Power Supplies
- SNMP Management

### Stand-Alone Converters at the End Stations

- Optional remote management
- Allows use of copper NIC's
- Wall mount brackets are available

### Recommended Product Families

- Point System Chassis loaded with Ethernet media converters, a redundant power supply, and a management module
- Stand-Alone Ethernet media converters