

Case in Point: Delivering A Powerful Product Launch

Lantronix: Expanding the Brand

Founded in 1989 and headquartered in Irvine, California, Lantronix (Nasdaq: LTRX) is a leading global provider of smart M2M connectivity solutions that enable virtually any electronic device/machine to communicate and share data with applications and business and technology professionals.

Lantronix has a strong reputation in the embedded and industrial products market. Under a new management team, they sought to expand their brand with the launch of the xPrintServer™, a new product that would allow for easy, hassle-free printing from iPads, iPhones, and virtually any iOS device to network attached printers and fill the gap in the Apple ecosystem.



Lantronix incorporated their proven technology into the xPrintServer, but would be targeting an entirely new and unfamiliar audience with its launch. They understood that the rapid adoption of iPads and other iOS devices yielded an enormous opportunity for them, and wanted to make the most of the product launch.

In late 2011, Lantronix sought out the expertise of Lages to guide them through the launch of the xPrintServer, expand brand awareness to mainstream and Apple communities, develop relationships with influential media and analysts, and ultimately drive sales.

The Program

Lages formed a strategy for the xPrintServer product launch to get top industry influencers on board and talking about the xPrintServer. The launch tactics focused on enlisting traditional and online media, enthusiasts, bloggers, and others leading the discussion in all things iPad and mobile to get the word out about the xPrintServer.

Lages knew the importance of establishing trust in a new product and how critical this would be to the success of the launch. Every effort was made to assure that the first xPrintServer experiences shared were credible and favorable. Advance materials were sent to key media and product reviews were coordinated with major influencers. As a branding element to build a fun company personality and draw in media and analysts in this new space, a short, funny video was created featuring the xPrintServer. The value of the video was twofold; as a communications tool to foster media and analyst relationships, and as a media asset to be shared and posted online that would relate and connect with viewers on a personal level. All information shared prior to the launch date was released under embargo, with agreements in place with media and analysts that the story would be kept quiet and would not be broken before the specified time and date of the product launch.



The Results

The hard work paid off and the xPrintServer launch was a huge success. In fact, the day of the launch, Lantronix was thrilled to have their very first sale at 5:15 am – just 15 minutes after the news release crossed the wire.

A new, unheard of product that was the first of its kind found a place in the competitive Apple-peripheral product market. By getting influencers on board and speaking out in support of the xPrintServer, buzz was built before the product was even launched, and through the careful use of an embargo we managed to get all the media to break the story at the exact same time.

The xPrintServer continued to gain momentum. Review requests from eager media poured in one after the other, hundreds of people were tweeting, blogging and engaging in online discussions about the xPrintServer, and thousands of units were sold in just the first month. The Orange County Business Journal reported that Lantronix stock shares jumped up 30% during the launch week.

In the coming weeks after the initial launch of the xPrintServer, its popularity only grew. The video released concurrently with the launch received a lot of pick up - over 26,000 views on YouTube alone. The product reviews were published, and the xPrintServer received top marks and recommendations. It was well received when it was showcased at the Digital Experience event at CES, allowing top media to see the capabilities of the xPrintServer first hand. The xPrintServer made appearances at other tradeshows as well, and won several prestigious awards. The success was further revealed when the numbers rolled in, showing that the marketing ROI for the xPrintServer launch was over 700%. Apple took notice of the success Lantronix was having with the xPrintServer and asked Lantronix to accompany them to an invite-only event for leaders in the Apple-related industry.

xPrintServer™



Delivering a Powerful Product Launch

Product Review Program:

The review program attracted some of technology's top media and analysts. By providing a third party perspective, the xPrintServer gained an immediate and elevated level of credibility through these endorsements. Reviewer praise of the xPrintServer:

"You're going to love this product. If my gizmo intuition is correct, Lantronix is going to sell a ton of these things." – *The Unofficial Apple Weblog (TUAW)*

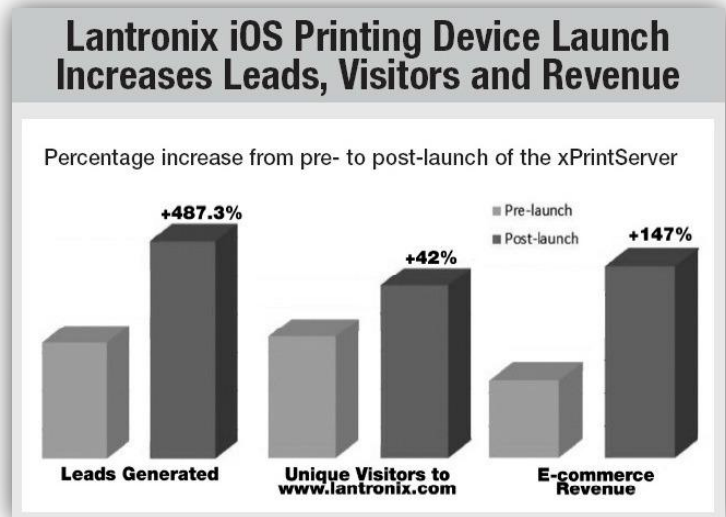
"During our test, it found an HP printer in just 10 seconds, and we easily printed several e-mails, including some with complex graphics, from an iPad 2 and iPhone 4S." – *Inc.*

"The xPrintServer made me giddy with glee. Not only can I and my coworkers now print from our iPhones and iPads, but the xPrintServer took all of a few minutes to set up -- and it just worked" – *InfoWorld*

"In all cases, the xPrintServer worked flawlessly in detecting network printers and allowing our iOS devices to print to them." – *Tab Times*

"This has to be one of the simplest, cleanest and most painless products to use that I've seen for a long time." – *Network World*

"Once in a blue moon, I actually get a device that does what it says it does and works effortlessly out of the box. This is one of those rare times. It is so easy that it will take you longer to read how to do it than to actually implement it." – *ReadWriteWeb*



"We enlisted Lages to help us expand our brand awareness to mainstream audiences with launch of a new consumer product family. As an M2M company traditionally targeting industrial audiences, we needed a firm that could help us bridge our message to a whole new market. Lages demonstrates a solid understanding of technology, positioning and how to enlist influencers and provided us with stellar results. Their expertise crosses over multiple markets, enabling us to depend upon them for all of our PR needs" – Mark Tullio, VP Worldwide Marketing, Lantronix

Engadget, The Wall Street Journal, Wired, Inc., Macworld, iLounge, Slashgear, Ubergizmo, Cult of Mac, The Verge, ReadWriteWeb, InfoWorld, Network World, TheGadgeteer, The Unofficial Apple Weblog (TUAW), Mac Observer, CNET

Lages
& ASSOCIATES INC

15635 Alton Parkway
Suite 125
Irvine, CA 92618
P: 949-453-8080
E:pr@lages.com
www.lages.com

Working together with Lages, Lantronix received excellent coverage in top tier outlets.