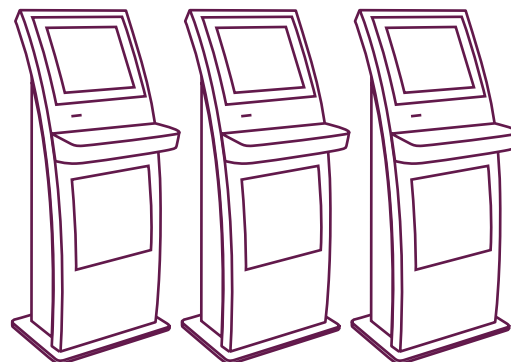


## Ready-to-Connect AirLink® LX40 router; simplifies Kiosk Deployments

### Meet Eric



Eric is responsible for the connectivity of hundreds of lottery ticket kiosks and digital signs in shopping malls across Europe.



### THE CHALLENGE

#### INTERNET ISN'T AVAILABLE IN MANY LOCATIONS

Eric's challenge is that he's unable to get an independent ADSL line into his kiosk/sign locations that doesn't involve special permissions and significant costs. He isn't able to rapidly deploy and remotely monitor kiosks, process electronic payments, or stream ads on the display. And his current router does not provide the robustness he needs for the business critical applications running on his kiosk and digital signage. And often it needs to be reset locally by a service technician.

Did you know that LTE connectivity can cost less than ADSL broadband?\*



### THE SOLUTION

#### READ-TO-CONNECT ROUTERS WITH EMBEDDED LTE CONNECTIVITY = SIMPLIFIED OPERATIONS

Eric can now deploy AirLink LX40 routers and activate cellular connectivity instantly, with data speeds that rival ADSL broadband. In just a few months his company experiences a significant reduction in operations costs. – a fact noticed by Eric's manager. Eric is relaxed: he has a robust and secure solution, the embedded SIM cannot be stolen; he can deploy his solution across multiple markets, with a trustworthy, single supplier.

Did you know that, with ready-to-connect routers you can reduce TCO by 40%\*\*?



\*Sources: LTEworld.org, mobile-phones-uk.org.uk, British Telecom, European Commission, EE, Arthur D. Little analysis, PCMag.com, ISPreview, Agilent technologies, 3G Americas/RYSAY Research, TeliaSonera, Verizon, AT&T, Standish Group

\*\* By reducing management costs, eliminating SIM logistics & truck rolls to resolve connectivity issues. Based on Sierra Wireless' analysis. Customer results may vary.