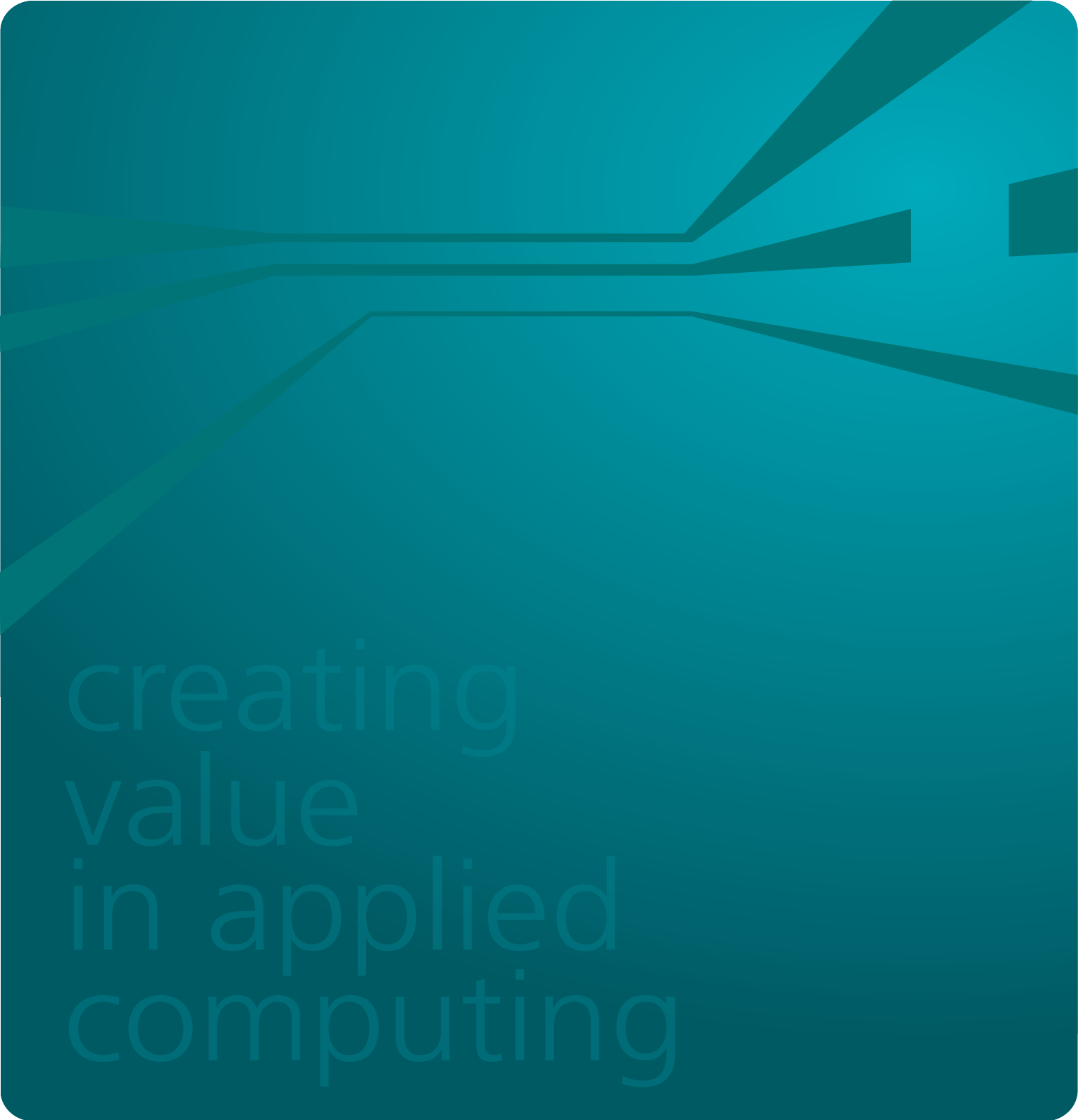


Corporate Identity Guidelines



creating
value
in applied
computing

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The image shows the primary Lanner logo, which consists of the word "Lanner" in a bold, sans-serif font. The letters are filled with a gradient of teal color, transitioning from a darker shade on the left to a lighter shade on the right. The logo is presented in a horizontal layout.

Primary Lanner logo
Gradient colour display,
Horizontal layout

Lanner Electronics Inc Primary Logo

The Lanner logo is the basic element of the company's corporate identity. The continuity and coherence in which the logo is presented directly affects the image of the company. It is very important that extreme care is taken in the way the logo is displayed, including colors, proportions and quality of the printed

output. Several versions of the logo exist which are presented in the following pages.



Gradient colour. Preferred version. It should be displayed on top of a white background. It should be used only when the printing or reproduction methods ensure an optimal display quality. Being a vector image it can be scaled to any size.



Single colour, vector version. This version is suitable for single colour printing processes or vinyl cutouts. Being a vector image it can be scaled to any size. PMS 321C.



One ink, vector version. This version is recommended for low-end printing and reproduction methods such as fax documents or stamps where colour match can not be ensured.



Reverse, vector version. To be used whenever the background is black or dark colors. Also suitable for display on top of photographs or irregular backgrounds.

Lanner Electronics Inc Logo Versions

The Lanner logo has several different versions. Use the appropriate version depending on your needs.

Lanner
creating value in applied computing

The Lanner Corporate Slogan is written with a lower case 'c' in Frutiger light, and justified across the length of the logo. This is the standard strapline lockup.

Lanner creating value
in applied computing

For tight spaces, use this alternative strapline lockup.

Lanner Corporate Slogan

The Lanner logo can be used in conjunction with the Corporate Slogan "creating value in applied computing" in the above ways.



Logo Exclusion Zone

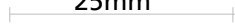
To enhance the logo design, an exclusion zone has been created which must always be respected. The zone consists of the immediate areas surrounding the circle mark, the logo lettering, and the registration mark.

This area (the x-height of the 'anner' text) must be

kept free of all other graphical elements. Shown in gray in the diagram to the left.

Lanner

25mm

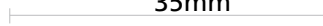


Print

Lanner

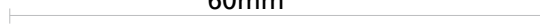
creating value in applied computing

35mm



Lanner creating value
in applied computing

60mm



Lanner

90 pixels

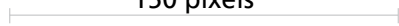


Web or electronic format

Lanner

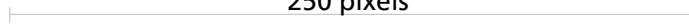
creating value in applied computing

150 pixels



Lanner creating value
in applied computing

250 pixels



Minimum Logo Size

For professional printing, the smallest size that the logo should be printed at is 25mm. When the logo is used in conjunction with the strapline, the minimum combined length is as defined above.

For web, the minimum logo size is 90 pixels. When the strapline is used in conjunction with the logo, the minimum size is as defined above.



Do not use the logo vertically.



Do not alter the proportions of the logo.



Incorrect Usage

The logo must not be used in any of the following ways.

~~Lanner~~

~~Lanner~~

~~Lanner~~

Do not change the gradient colour.



Do not break the exclusion zone.

The logo must not be used in any of the following ways.

~~Lanner~~

Outdated version.

~~*Lanner Electronics Inc.*~~

Outdated version.

~~ *Lanner Electronics Inc.*~~

Outdated version.

~~~~

Outdated version.

Outdated Logos

These logos are out-of-date. Do not use these logos. Be sure to replace them with the correct version wherever you see them.

Frutiger

light

roman

bold

black

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sit amet arcu. Ut lectus. Aliquam bibendum bibendum turpis. Vestibulum ut ligula. Nulla ac tellus. Aenean tempor viverra arcu. Vivamus commodo mi at magna.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sit amet arcu. Ut lectus. Aliquam bibendum bibendum turpis. Vestibulum ut ligula. Nulla ac tellus. Aenean tempor viverra arcu.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sit amet arcu. Ut lectus. Aliquam bibendum bibendum turpis. Vestibulum ut ligula. Nulla ac tellus. Aenean tempor viverra arcu.

condensed

bold

roman

light

Lanner Primary Typeface

Frutiger

Frutiger is clear and legible. It lends an air of authority and efficiency to the Lanner brand.

Frutiger Condensed

For promotional material, tabular text or occasions when space is limited Frutiger Con-

densed can be used.

The Frutiger typeface must be purchased for use. Since these fonts cannot be viewed on all computers, they should only be used for print work or situations where the viewed fonts can be controlled.

Verdana

regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Vestibulum sit amet arcu. Ut
lectus. Aliquam bibendum bibendum turpis.
Vestibulum ut ligula. Nulla ac tellus.
Aenean tempor viverra arcu. Vivamus
commodo mi at magna.

Lanner Web and Electronic Text Typeface

Verdana

Verdana is a universal font for all internet users. The font reflects the feel of Frutiger very closely and can be used as the primary font in electronic text. Do not use both Frutiger and Verdana in the same document.

Times New Roman

roman

bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum sit amet arcu. Ut lectus. Aliquam bibendum bibendum turpis. Vestibulum ut ligula. Nulla ac tellus. Aenean tempor viverra arcu. Vivamus commodo mi at magna.

Lanner Stationary Font

Times New Roman
Times New Roman works well with Frutiger and should be used on stationary and as a secondary typeface in print.

Primary Colours



Lanner Corporate Colour
c100% m0% y32% k12%
R0 G139 B149
HTML008B95

Secondary Colours



Lanner Green
c11% m0% y66% k2%
R206 G214 B75
HTML CED64B



Lanner Brown
c5% m17% y42% k14%
R199 G179 B127
HTML C7B37F



Lanner Blue
c41% m11% y0% k0%
R158 G195 B222
HTML 9EC3DE



Lanner Purple
c23% m36% y0% k0%
R190 G165 B202
HTML BEA5CA



Lanner Red
c0% m52% y43% k0%
R231 G143 B199
HTML E78F77



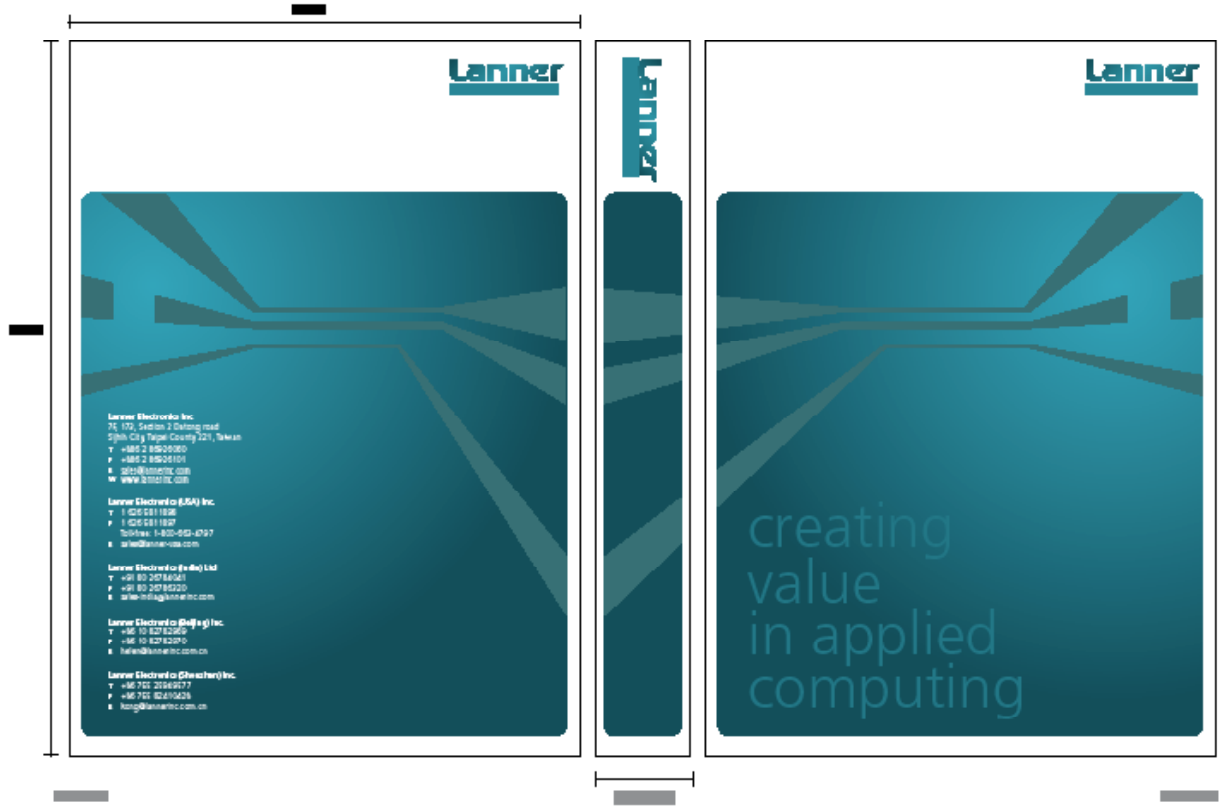
Lanner Orange
c0% m32% y86% k0%
R238 G175 B48
HTML EEA30

Lanner Corporate Colours

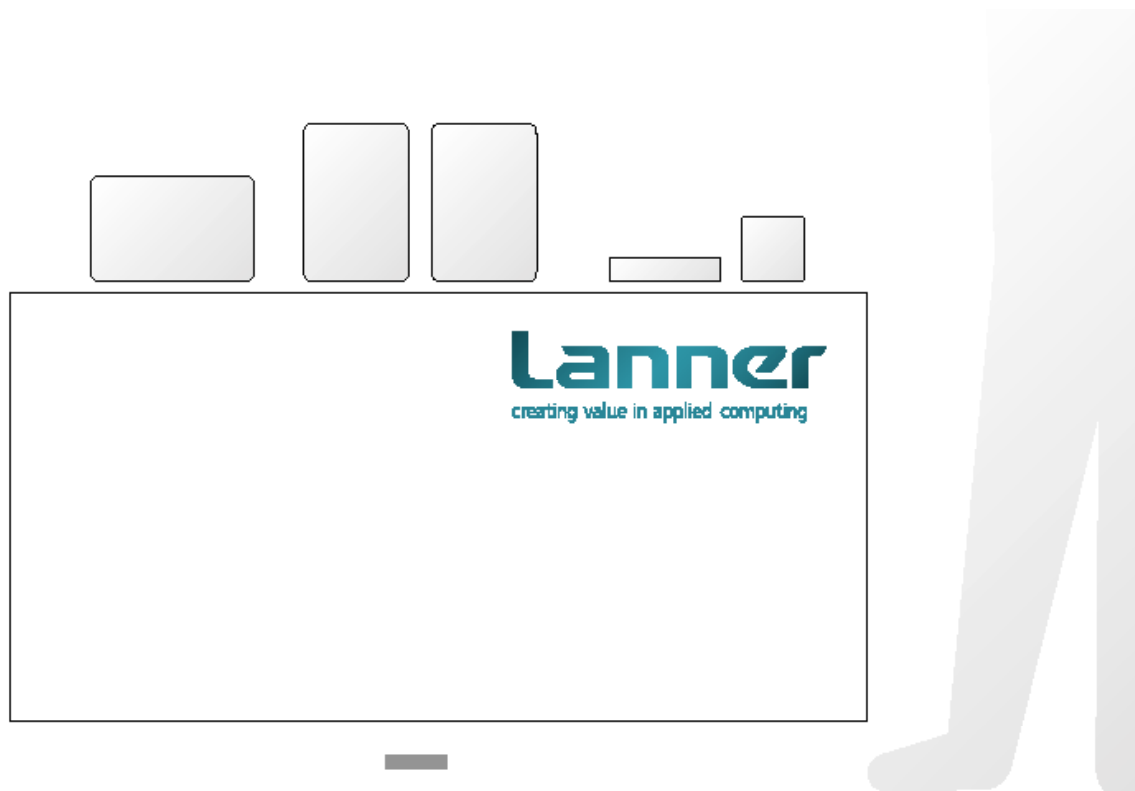
The Lanner Colours includes but is not limited to these colours.



CI Application: CD



CI Application: Ring binder



CI Application: Branded space



CI Application: Business card



creating value in applied computing

NS04-4110 Network attached protection

A network storage appliance with superior data backup and recovery

Continuous data protection – seamless recovery

Whether a result of file corruption, accidental deletion, or disk failure, data loss has considerable costs. The rising demand for storage increases the threat of such data loss. Powered by DiskSafe software and equipped with an Intel XScale processor, the NS04-4110 delivers a cost-effective solution to combat this NIS headache. Easy to manage and even simpler to use, this network attached storage couples continuous data protection with seamless recovery making it ideal for a small office or sole trader.

Streamline office dynamics with secure file-sharing

The NS04-4110 provides up to 2 terabytes of shared storage to better manage intranet files, and furthermore, with built-in DHCP and FTP server, this versatile storage solution allows you to login from remote locations to make it easier than ever to stay connected.

System and client backup
Safeguards multiple clients from the risk of disk failure

Seamless system recovery
Restores individual clients in a matter of minutes.

Hardware Data Protection
RAID 1, 5 and 10 ensures against drive failures.

Massive 2 Terabyte storage and file-sharing capacity
Supports up to 4 high-capacity serial ATA hard drives with JBOD RAID.

Intel XScale® Processor
Minimizes power consumption while maintaining a high level of performance.

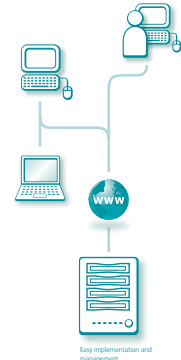
Built-in DHCP and FTP server
Easy network integration and file-sharing for local networks or across the World Wide Web.







FEATURE	DESCRIPTION
Platform	Processor: Intel® 80219 PCP Main board: 80219M Technology: CMOS-255A3 2.1GHz 154-pin ultra/Plated DIMM x 1 S1308B case
System Memory	Embedded OS: Intel® BIOS NOR Flash Storage Capacity: Hard Drive bays x 4 2 Terabyte Hard Drive Support: Serial ATA interface (4 heads) Intel® 5124 RAID levels: RAID 0, 1, 5, 10, and JBOD File System Protocol: CIFS/SMB Network Controller: Intel® 82541
Storage Interface	RAID levels: RAID 0, 1, 5, 10, and JBOD File System Protocol: CIFS/SMB Network Controller: Intel® 82541
Networking	Network Controller: Intel® 82541 RAID levels: RAID 0, 1, 5, 10, and JBOD
IO Interface	USB 2.0 x 2 Supports IEEE 1394 printer with Line Printer Device protocol (print server) Microsoft Windows 2000 with Service Pack 3 Microsoft Windows XP/2003 Mac OS X 7.X and later
Client OS Supported	Client Backup: Yes Client Recovery: Yes No. of Licenses: 2 Max Licenses: 16 Network Protocol: CIFS/SMB NFS Network Service: DHCP client/server Management Interface: Web Client/Local Interface
DiskSafe	Client Support Capabilities: Max. 64 Clients Max. 12 Share Folders
File Sharing	System Fan: 1 (52 x 25 mm) Temperature: 0 to 40°C (32 to 104°F) ambient operating 0 to 40°C (32 to 104°F) ambient non-operating -30 to 70°C (-20 to 158°F) Temperature 10 to 90 percent non-condensing Humidity (RH) 5 to 90 percent non-condensing and Storage
Cooling	System Fan: 1 (52 x 25 mm) Temperature: 0 to 40°C (32 to 104°F) ambient operating 0 to 40°C (32 to 104°F) ambient non-operating -30 to 70°C (-20 to 158°F) Temperature 10 to 90 percent non-condensing Humidity (RH) 5 to 90 percent non-condensing and Storage
Environmental Parameters	Dimensions: 11.7 x 7.4 x 2.1 in. (4.53 x 2.95 x 0.77 in.) Weight: 4.5 kg (9.92 lb)
Physical Dimensions	Power Button x 1 Power LED x 1 LAN Connect LED x 1 LAN Status LED x 1 RAID Status LED x 1 System Status LED x 1
Exterior	Reset Button x 1 Display (E-SATA) Port x 1 USB 2.0 Ports x 2 E-SATA Port x 1 230W
AC Power	Input: AC 115 ~ 230V @ 50-60 Hz Output: 230W
Approvals and Compliance	UL60950/EN60950 Class B CE FCC RoHS



Easy implementation and management

About Lanner
Founded in 1998 and publicly listed (TAEX 6245) since 2008, Lanner Electronics Inc. is an ISO 9001 certified designer and manufacturer of reliable, flexible security, storage and applied computing platforms and solutions. With headquarters in Taipei, Taiwan and branches in the U.S., India, and China, Lanner is uniquely positioned to deliver custom technical solutions with localized, value-added services.

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www.lannerinc.com



IPT-1010 Voice over IP

A SIP-based IP PBX to streamline your telecommunication network

Upgrading your telephone system has never been so simple

Replace your old analog telephone system with a modern IP-based system. The IPT-1010 is a cost-effective solution for small to medium-sized businesses. It offers a wide range of features and is easy to manage and maintain.

Simple installation
The IPT-1010 is designed for easy installation. It can be connected to your existing network and telephone lines. The setup is simple and can be completed in a few hours.

Build a single office or a global network
The IPT-1010 can be used to create a single office network or a global network. It supports multiple sites and can be managed centrally.

Cost-effective and easy to manage
The IPT-1010 is a cost-effective solution for small to medium-sized businesses. It offers a wide range of features and is easy to manage and maintain.





LMT-0416/326 Matrix KVM

Simplify your server room with the Matrix KVM

Multi-console management
The LMT-0416/326 Matrix KVM allows you to manage multiple servers from a single console. It supports up to 16 servers and 16 consoles. The setup is simple and can be completed in a few hours.

Easy to manage and maintain
The LMT-0416/326 Matrix KVM is designed for easy management and maintenance. It offers a wide range of features and is easy to manage and maintain.

Simple installation
The LMT-0416/326 Matrix KVM is designed for easy installation. It can be connected to your existing network and server lines. The setup is simple and can be completed in a few hours.





FW-7890 Network Communication Appliance

An enterprise-class security platform tailored to your requirements

Customized for you, inside and out
The FW-7890 Network Communication Appliance is designed for small to medium-sized businesses. It offers a wide range of features and is easy to manage and maintain.

Simple installation
The FW-7890 Network Communication Appliance is designed for easy installation. It can be connected to your existing network and server lines. The setup is simple and can be completed in a few hours.

Build a single office or a global network
The FW-7890 Network Communication Appliance can be used to create a single office network or a global network. It supports multiple sites and can be managed centrally.



CI Application: Single-page DM

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CE FCC RoHS

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Lanner
creating value in applied computing

Lanner Electronics, Inc.
Founded in 1986 and publicly listed (TAIEX 6245) since 2003, Lanner Electronics Inc. is an ISO 9001 certified designer and manufacturer of reliable, feature-rich, secure and applied computing platform and solutions.
With headquarters in Taipei, Taiwan and branches in the U.S., India, and China, Lanner is uniquely positioned to deliver custom technical solutions with localized, value-added service.

Customer Centric
Lanner commits itself to delivering complete, cost-effective solutions customized to client-specific needs. We provide turnkey technical products for industry-leading firms bonded with high-quality service. Our loyal customer base exemplifies our dedication to meeting the needs and exceeding the expectations of our clients. Our industry understanding of market nuances stems from twenty years of experience across a variety of IT fields and makes us a first-choice vendor for numerous OEM/ODM customers.

Lanner prides itself on its full-service approach of providing volume-based products, rapid time-to-market delivery, marketing, and customer support.

Network, Communications Specialist
Lanner services a vast proportion of the network communication market including network security, storage, and voice over IP applications. Our hardware security appliances: Firewall, gateway and Unified Threat Management (UTM), employ an innovative modular design providing unmatched adaptability and longevity. Our line security network protocol analyzer (NAC) perfectly suits the needs of any kind of media-rich network applications, and our voice over IP innovation platform to pave the way in the network market.

Industry Partnerships
Lanner is an Associate Member with the Intel® Communications Alliance, a community of communication and embedded developers and solution providers committed to the development of modular, standards-based solutions on Intel technologies. Lanner also has a membership in various prominent industry organizations including the Intel Storage community. In 2002, Microsoft selected Lanner as their "Windows Embedded Partner of the Year" and honored us with Gold level member status. This award recognizes Lanner's leadership role in the Windows Embedded market space, in addition to our position as a first-choice hardware vendor for embedded applications. Always looking forward, one of Lanner's current projects involve ramping up production of RUP5 compliant hardware.

Global Approach
With headquarters in Taipei, Taiwan and branches in the U.S., India, and China, Lanner partners with regional local OEM, distributors, and system integrator to serve local market extensive support. Lanner offers a thorough, full-service approach that includes, product R/development, production, rapid time-to-market delivery, and comprehensive customer support to gain partner and market loyalty.

Lanner
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Network Appliance Hardware Platform Guide

Customize Your Network Appliance

Intel® Communications Alliance Associate Member

Barbone platform
Modular upgrades
Heat pipe module
Expansion



CI Application: Product Brochure



Letter should be folded 99mm from the top of the page.

CI Application: Letterhead



CI Application: Website



CI Application: Advertisements



CI Application: Poster

Debra Jason

Debra has been working in Sydney, Australia as a Brand Consultant/Designer since 2000. During this time she has worked on programs for clients such as ZUJI, Foster's Group, Compaq Computer Corporation, Tradelink, Chartered Accountants, Fuji Xerox and Sydney Olympic Park. Prior to arriving in Australia, Debra worked in London for 10 years focusing on corporate brand identity, implementation and annual reports. Clients included Heathrow Express, Bluewater (Lend Lease) and AXA. Debra's design awards include New York Festivals for Marley Floors, Design Effectiveness awards for Heathrow Express (overall Grand Prix winner) and The Design Week Awards for best annual report – The Natural History Museum.

About Lanner's Brand Consultant