



PRESS RELEASE - NetMedia, Inc.
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SITEPLAYER TELNET – SERIAL TO ETHERNET MODULE – NEWS RELEASE

Tucson, Arizona, (April, 2005) NetMedia, Inc. announces the next generation of embedded device servers. SitePlayer Telnet™ interfaces serial devices to a TCP/IP stack at a very competitive single quantity price of \$29.95. The SitePlayer Telnet™ module gives OEM's and product designers the ability to quickly and cost-effectively bring their products to market. Now, you can enable your legacy serial devices to communicate across Ethernet with a simple, socketed module the size of a postage stamp. NetMedia's Telnet™ device transfers binary data using TCP/IP or UDP protocol through a fully configurable serial port at speeds up to 115,200 baud. Using a web browser, you can configure, password protect and upload software updates to SitePlayer Telnet™. TCP/IP and UDP port security is provided via source IP and mask protection. Configurable settings are stored in non-volatile memory. Two SitePlayer Telnet™ systems can easily be configured as client and server to create a "virtual serial cable", allowing you to span serial ports across great distances. Siteplayer Telnet™ is also available in a completely packaged system for \$79.95

SitePlayer Telnet™ conforms to the following standards:

- 10BaseT
- ARP
- UDP
- TCP/IP
- DHCP
- Link Local
- Rendezvous
- ICMP Ping
- HTTP
- Telnet
- Daytime protocol
- Discard protocol
- 4 configurable IP addresses
- AT modem style commands for network access

Visit www.siteplayer.com now, for complete specifications, features, and special introductory pricing.

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