

LAKWOOD INSTRUMENTS

SINCE 1973

Improving the Environment with Advanced Technology



JAN 15th, 2010 Newsletter

Special Interest Articles

- Jason's welcome
- Trianing blurb
- Ed is doing OK!
- Internet connections and YOU!!!

Multiple Training Courses Being Offered!

We are always putting together classes and filling slots with individual companies for group training of techs and sales people on Lakewood Equipment via Webinar and on site. Call us to schedule your organization for this great training.

Important Notice:

Ed Breest, our tech service wizard and resident musician, **IS** out of the office **RECOVERING**.

He is doing well, and according to his Facebook page "Bored out of his mind". Thank you for all the calls and emails!! Ed appreciates it.

If you regularly send your order information to Ed directly via Email, please send your inquiries to CSD@lakewoodinstruments.com while he is out.

The New Guy....

Well, We are all about change here at Lakewood Instruments. We changed how you access controllers over the internet (by adding Broadband wireless), we changed the accepted norm for delivery (competitors think 3 weeks is OK, we think 3 days is the right way) and we changed how you get after-sales support (No "press to puke" phone system, just a Human Being). What next? Well, how about a new Eastern Regional Sales Manager for Lakewood Instruments? It isn't that Loren wants to stop visiting all of you, its that he wants to implement all of your suggestions and he can best do that here at the home office. We looked long and hard to find someone not tainted with previous "experience" in our industry, but with enough sales experience and technical savvy to be an asset to our organization. So, without further ado, here he is....Jason P. Jungers.



Jason is a Wisconsin native that grew up in Ozaukee county running track, playing football and baseball. After he graduated, he joined the army as an Airborne Ranger and was stationed at Hunter Army Airfield, Savannah, GA with the 1st RANGER Battalion. He is a combat veteran and was part of a small team that played a crucial role in gathering intel and preparing the way in Afghanistan leading up to operation Anaconda.

Jason remained in Afghanistan and was part of operations that pushed the full Taliban retreat into the mountains. It was during a rescue mission he received his 1st purple heart . He was in what is termed a "Full 360 degree ambush" surrounded by Taliban militants.

Later in his tour he found out he was becoming a father (and is now a single Dad) and to "tone it down" left the Rangers to join a NON-special forces Infantry unit (3-15 Infantry) out of Fort Stewart, GA . He became a sniper platoon sergeant and was in Kuwait until his deployment during the invasion of Iraq. While in Iraq he received his second purple heart due to a career

ending injury. While taking over Baghdad his Humvee was hit by two RPGs.

While Jason wanted to remain in the army, he was discharged a year and a half later. He and his Son moved back to Wisconsin to be with his family.

Jason worked in sales for a major Broadband carrier where he helped little old ladies understand Blackberry's and PC's. He was key to helping our carrier understand our criteria, coverage and performance needs for the broadband "EZWeb" connections.

Like the rest of us, he loves riding (Harley's). He also enjoys Carpentry and installing home theatres.

If you are in our Eastern Region, Jason will be visiting you and calling you soon. He will also be learning the "Lakewood Way" ("These are not the droids you are looking for...") when it comes to reliability, customer service and ease of use. So feel free to call in and welcome him aboard!.



“If you asked them what they wanted, they would have all said faster horses.”
—Henry Ford



So, the “Horse” in this case is Browser Based Internet interface with Controllers. Kudo’s for the misleading sales pitch that this is a better way to go. It “seems” more convenient. The rumor is that I.T. departments won’t let you load proprietary software on their user’s computers, so browser based is a must. Blah-blah-blah.

Ready to go from the “horse and carriage” to the “Mustang” (the car, not the horse)? We now have numerous WEBNode’s connected to 2000 series controllers in various parts of the country through Water Treatment companies servicing everything from Cooling towers at plastics companies to boilers at BIG conglomerates. We have installed systems (with Broadband interface) on military bases where no other infrastructure was allowed (phones, networks, etc). TODAY, right now, water treater’s are accessing these controllers LIVE over the internet **without** having to have an interim system/server/phone line through Lakewood complete the interface. The actual water treatment companies have no problem using the proprietary interface software. Its just one more program on their PC that allows them to access 99% of the features, configurations and readings of the controller remotely. Lets clarify. That’s a possible 1800 User configurable features, alarms, settings and data points that can be accessed remotely with one LITTLE (less than 2 MB) proprietary program. That seems like a lot of features. Maybe too much, but do not worry, it is a straight ahead user friendly interface that allows you to get as shallow or as deep into the controllers as YOU need to WHEN you need to.

LRWs (our program) is also NOT subject to issues interfacing with other plug-ins for the standard browsers or to Microsoft’s/Firefox’s latest security issues. Period. We know from experience that the change from IE 7 to IE8 caused issues with some of the “off the shelf” Explorer software we use for customer info. We were happy our controllers did not have to rely on it.

We like to believe that some high-school stu-

dent from Czechoslovakia would have a little more trouble hacking thru our controller’s internet interface, because he would have to understand three distinct programming languages to accomplish anything.

So what’s the hang-up? Well, good marketing and a couple of stumbles early on with this technology led I.T. gurus to balk at putting “untested” software on their networks. OK. I get it. This concern today? Well, in 10% of cases it might be an issue for us, but we have white papers, MS originated protocols' (.NET framework) and a free downloadable version for them to shake out. If they still have kittens, they typically will help us get an EZWeb Broadband hub installed and no-one has to deal with it. None of your controller information has to go to or thru anyone else’s web-based server, so the data is secure and will only be viewed and used by you. If the our company server goes down, YOU DON’T or WON’T have to CARE (because its in no way connected to or part of the WEBNodes interface)!!!! Doesn’t that make more sense? We are not going to hold you under our thumb for hook-up and yearly fees to access the controllers (Except for broadband, but that’s the providers usage charge, not ours). When you are ready to learn more, call me, otherwise, stop buying the Hype and come for a ride in our cool ‘Stang, instead of that horse and buggy.

Follow us on Facebook "Lakewood Instruments" and Twitter www.twitter.com/WT_Controllers

AWT TRAINING—VEGAS BABY!!

Want to improve your organizations knowledge, skills and BUSINESS sense when it comes to water treatment? Do what Lakewood does and attend the **AWT Technical Training and Sales Seminars** March 3-7th. They are in Vegas, but in this case, what happens in Vegas doesn’t stay in Vegas, it comes home with you and helps make your organization more competitive. Go to www.AWT.org for info.

LAKEWOOD INSTRUMENTS WEBNODE FOR 2000 SERIES CONTROLLERS

The Lakewood Instruments WebNode connects the 2000 series -RS2L option card to Ethernet networks using the IP protocol family and the Transmission Control Protocol (TCP). The WebNode contains a Web (http) server that allows presentation of custom content.

FEATURES

- Compatible with ALL existing 2000 series controllers with the RS2L option.
- Plug and Play, minimal setup for intranet connections.
- Accessible via Internet through pre-assigned ports (with firewall access).
- Built in Web server hardware to prevent network port access by un-authorized sources.
- 99% of standard LRWS functions are available (Requires installation of LRWS and com port re-director software).
- The unit's configuration is stored in nonvolatile memory and is retained without power.
- Only one person at a time may access the controller. This eliminates the possibility of several people simultaneously attempting to configure the 2000 series controller.



BENEFITS

- Simple, easy to access these devices from a local network or a remote location.
- Self contained web page, not hosted by manufacturer.
- Web page is accessible by an IP-based application (i.e. a web browser) over an IP network from any place in the world.
- Removes RS232 cable length limitations by using Ethernet or IP/TCP networks.
- No access fees

SPECIFICATIONS

Serial Interface	RS232. Baud rate software selectable (300 to 19200bps)	Protocols Supported	ARP, UDP/IP, TCP/IP, Telnet, ICMP, SNMP, DHCP, BOOTP, TFTP, Auto IP, SMTP, and HTTP
Serial Line Formats	7 or 8 data bits, 1-2 Stop bits, Parity: odd, even, none	LEDs	10Base-T & 100Base-TX Activity, Full/half duplex.
Modem Control` Flow Control	CTS, RTS XON/XOFF (software), CTS/RTS (hardware), None	Weight	2.2oz
Network Interface	RJ45 Ethernet 10Base-T or 100Base-TX (Auto-sensing)	Material	Case: Flame Retardant
Compatibility	Ethernet: Version 2.0/IEEE 802.3	Temperature	Operating range: -40°C to +85°C (-40°F to 185°F)
Internal Web Server	Serves static web pages and Java applets	Relative Humidity	Operating: 5% to 95% non-condensing
		Input Power	+9 to +24VDC