



*Enjoy connections. **Live.***





Florian Assmann, CEO Assmann Electronic GmbH, Germany

## We really only wanted to...

We only wanted to package our products in an environmentally friendly way and to support the retail trade in the sale of our products. What has grown out of this fills me with pride.

We have created a brand in the last 15 years which can now be obtained globally. **DIGITUS®** provides satisfaction for yourself and your customers because of the highest quality. Our Processes are entirely certified by **DIN EN ISO 9001:2000** and Environment **DIN EN ISO 14001**.

Our members of staff support our customers even before they buy with individual and personal advice, extensive documents, samples and help in designing the range.

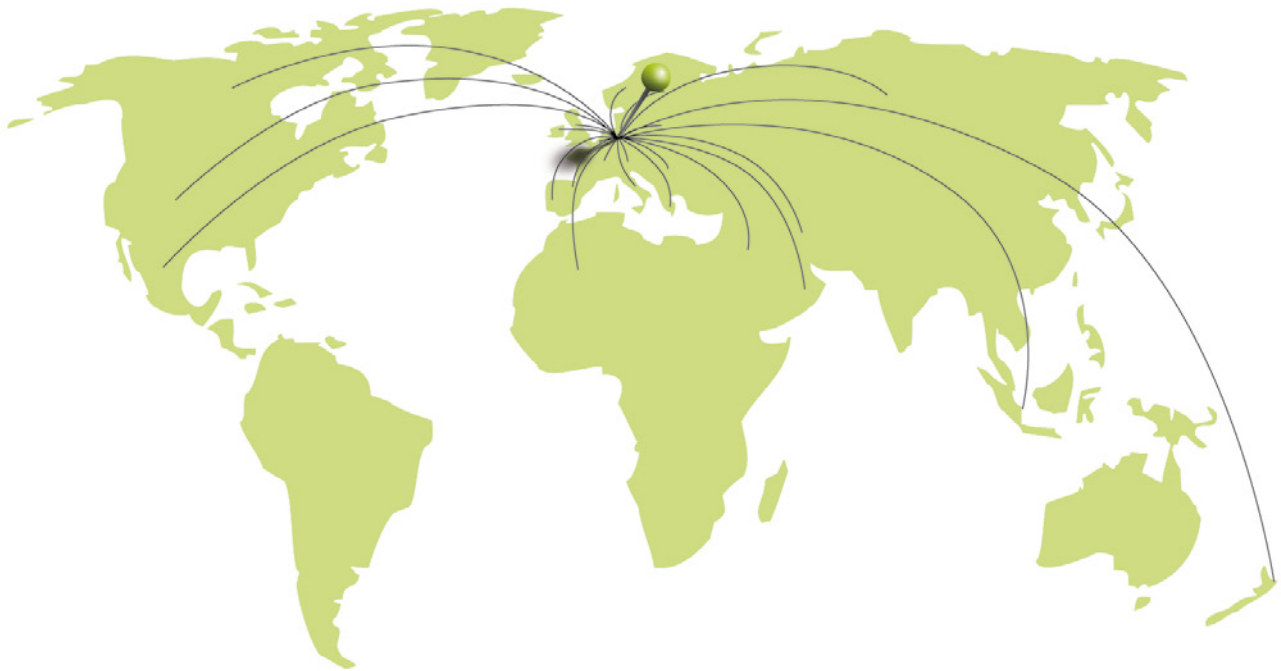
We advertise **DIGITUS®** for your customers to the degree of awareness and the acceptance of the brand. An outstanding logistical concept and completely automatic order handling by EDI provide quick order processing – the goods are usually dispatched within 24 hours. This puts us into the position “so to speak” of linking up existing and new customers into our warehouse monitoring system and merchandise management. An outstanding operating margin situation for our products does the rest for distribution and the retail trade.

We present our brand concept in detail for you in the following pages and show how it can work successfully for you.

**Florian Assmann**  
CEO Assmann Electronic GmbH



The first **DIGITUS®** product from 1993, the thumb mouse.



## DIGITUS® develops into a Global Brand

*Enjoy Connections. Live.* – The global triumphal march of a successful concept

A high degree of social and ethical competence through regular self checks for quality and environmental friendliness

The idea of responding to demand by developing products with a high technical value which are both easy to operate and environmentally friendly arose in 1993 with the DIGITUS® brand.

DIGITUS® has now been successfully present on the international market for almost 16 years now. Production, sales and distribution are subject to regular self checks and are certified according to DIN EN ISO 9001:2000 and in accordance with the environmental standard DIN EN ISO 14001. The selection of user-friendly and reliable DIGITUS® products is mainly orientated towards current market developments. The trend shown by living and working areas merging into each other is especially noticeable. This sets completely new claims for the operation and design of the products. Experienced technologists and product designers are regularly entrusted with the development and design of DIGITUS® products for this reason. The products do not require any specialised knowledge on the part of the user. They shall

enjoy the easy use so that they can save time and simply get on with living.

*Enjoy connections. Live.*

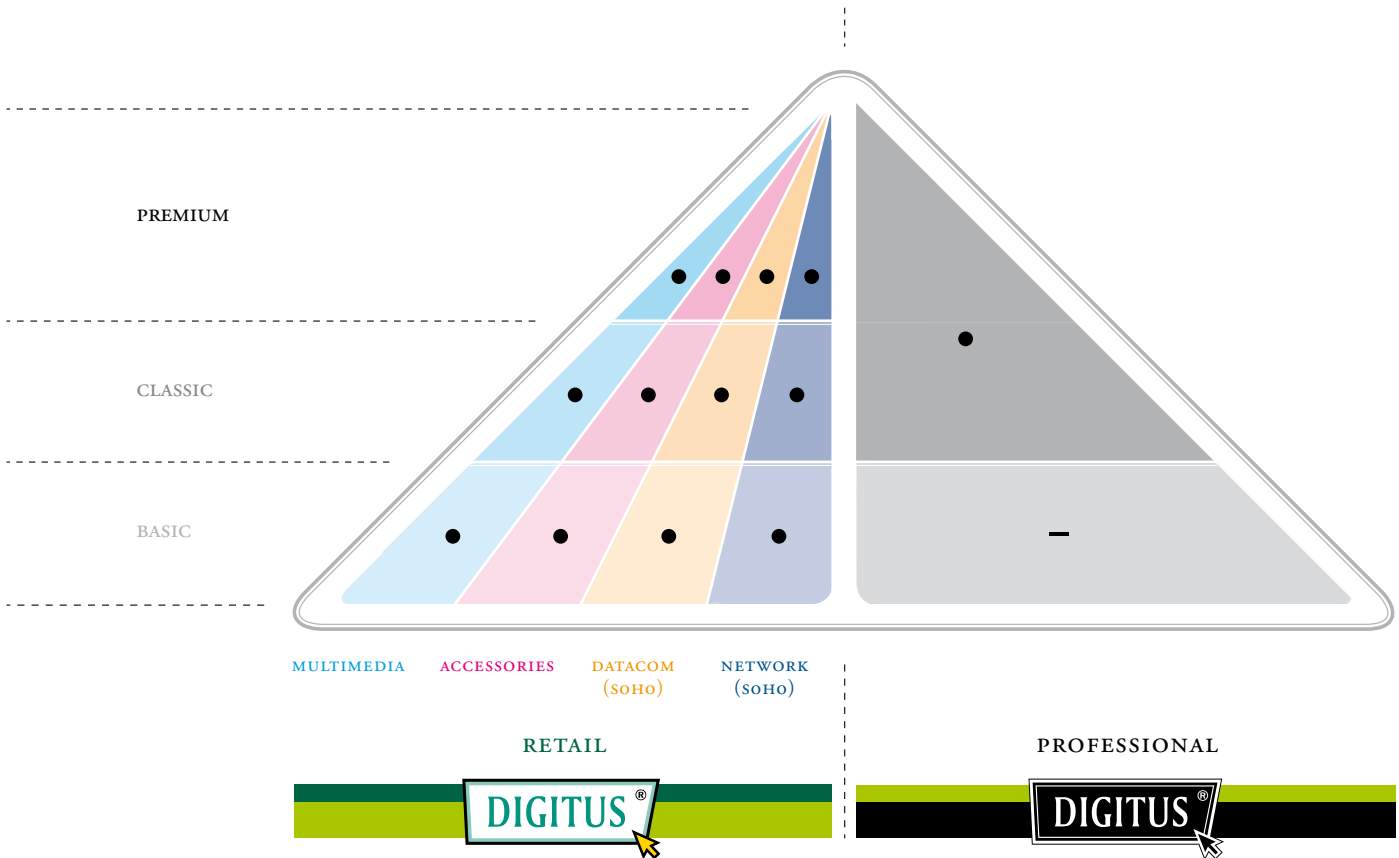
The fact that our products fit seamlessly into the modern living atmosphere is not accidental therefore.

DIGITUS® acts on the international market in a globalized world participating in work. DIGITUS® feels under obligation to take the ecological and social effects of business activity into account. Taking over responsibility for our society is included into the action we take. A high degree of social and ethical competence is quite rightly expected from our members of staff.

Our brand values are:

*Quality, Performance, Style*





## Our range is two ranges

Our two part range serves two completely different channels to satisfy respective, specific requirements.

The two ranges, Retail and Professional meet the different requirements of the channels and target groups

We have made a clear distinction between the retail-orientated range and the Professional range. The different channels also require different priorities in terms of target selection and communication.

The **DIGITUS®** Retail range consists of four product areas: **MULTIMEDIA**, **ACCESSORIES**, **DATACOM** and **NETWORK**.

**DIGITUS®** offers a selection of popular and high-margin products in all areas, which are continually customized towards market requirements, design trends and technical innovations. We make a distinction here between Basic, Classic and Premium products that meet the different requirements under the different price aspects.

The entire communication is clearly in favour of the customer and is underlined by related merchandising and point of sale materials.

The **DIGITUS®** **PROFESSIONAL** range is clearly orientated towards another channel. Systems, systems integrators, architects and the building trade, together with all their electrical installation companies are addressed and served here. The requirements are fundamentally different, as far as addressing the customer and the systems compatibility of the devices are concerned.

Other requirements, logistical ones, for example are placed on the Professional range because of the size of a few articles, as well as precisely timed deliveries to the location within a very narrow time window during on-going building projects.

Interfaces for analog and digital building automation play a major role in the Security Area. Innovation and further development (keyword: Energy-Harvesting) is absolutely essential to stay abreast of current requirements because of the permanent toughening of energy conservation regulations.



Separation of the ranges into Retail and Professional is also clearly supported by Corporate Design

## Basic

Basic articles (starter models) are products that fully comply with the basic functions of the required application or use and which have a satisfactory working life. The products have a tested quality and therefore carry the DIGITUS® brand name. The purchasers tend rather to be price-orientated "bargain hunters" who place less value on design but who should be regular customers because of their satisfaction. Emotion plays a subordinate role for these products.

- |                      |  |
|----------------------|--|
| 1. Price:            | - clearly price-orientated                                       |
| 2. Quality:          | - reasonable, tested quality<br>(at least a stated working life) |
| 3. Functional scope: | - meets basic functions  |
| 4. Design:           | - less design orientation  |
| 5. Emotion:          | - "bargain" (quality and price)                                  |

## Classic

We group together the core products of our range here. We have emphasized on the typical quality and performance criteria during our purchases. These articles comply with the respective, current state of development from a technical point of view and have an extended functional range and also additional information (booklets, CDs, etc.) meeting customer requests for simple installation, outstanding support (driver updates and so on), comfortable handling and attractive product design after easy installation. Awarding them with the DIGITUS® brand name underlines the expected, good quality and guarantees that the purchaser has bought (emotion) a good brand name article (money for value). A five year guarantee reinforces this impression.

- |                      |   |
|----------------------|---|
| 1. Quality:          | - very good quality (with extended guarantee)         |
| 2. Functional scope: | - extended functional scope and comfortable handling) |
| 3. Price:            | - average price segment                               |
| 4. Design:           | - positioning via design                              |
| 5. Emotion:          | - satisfaction (quality, service, design and price)   |

## Premium

All articles have a functional range which is least up to the same standard as the articles from the Classic range, as far as the technology is concerned, which is described by demanding consumers as being very good and up to office standard. The long working life /Lifetime Warranty) and a complaint rate of practically zero is an additional test criterion during purchase, design and quality control. A large part of the higher priced articles from our Retail range can be found here again. All the articles in this category are also „Lead Products“ for the DIGITUS® brand name and therefore create the image of the articles which have been mainly acquired with a great deal of emotion.

- |                      |   |
|----------------------|---|
| 1. Quality:          | - very high quality (extremely long, guaranteed working life)                       |
| 2. Design:           | - clear, unique selling feature via intrinsic design                                |
| 3. Functional scope: | - extended functional scope and comfortable handling (possibly additional features) |
| 4. Emotion:          | - enthusiasm (quality, service and design)  |
| 5. Price:            | - higher priced range of articles   |

## DIGITUS® Professional

The professional articles are technically up to the same standard as the Classic or Premium articles and have a functional range and quality which fully satisfies the requirement of professionals (computer retailer, for example). The long working life (Lifetime Warranty) and a complain rate of practically zero is the most important criterion during purchase and quality control. The large part of the higher priced points from our range can be found here again. These articles do not have such high amount of emotion as the Premium Range from the DIGITUS® Retail range since they have been assigned to a much more technically orientated channel.

- |                      |   |
|----------------------|---|
| 1. Quality:          | - very high quality (extremely long, guaranteed working life)                       |
| 2. Functional scope: | - extended functional scope and comfortable handling (possibly additional features) |
| 3. Emotion:          | - enthusiasm (quality, service and design)  |
| 4. Design:           | - no outstanding aspect, high value materials are used                              |
| 5. Price:            | - higher priced range of articles   |



## Brand name and range create desire

One-stop shopping without giving up the advantages of a great brand name

Our brand name values and the related philosophy generate a clear, high quality range of products orientated towards style

The **MULTIMEDIA** range includes the most interesting products consisting of accessories for audio, video and entertainment electronics with a high degree of innovation. Whether the computer is used professionally or privately **DIGITUS®** offers you a real alternative with brand name articles which yield a high marginal income.

The customer finds a wide spectrum of attractive and desired products in the area of **ACCESSORIES**. We offer you new interface opportunities for hardware and trendy platform-independent aides for all kinds of operating system environments. Our product division **DATAKOM** includes numerous products for linking hardware components, such

as KVM switches and video splitters, for example. Datacom products always offer the right solution – both for the home user with several PCs and also for the requirements of a professional application in small offices (SOHO) so that the latest technology and standards can be constantly extended and certified.

Our wide **NETWORK** range contains a comprehensive range of products consisting of active and passive network components for the domestic working area and for high demands in small offices and RR units. They allow the user to set up an individual network – without cables by using Wireless LAN technology or conventionally by using Ethernet.





## Take a really close look

Quality and compatibility play a superior role in integrated systems and infrastructures – we can stand up to closer scrutiny

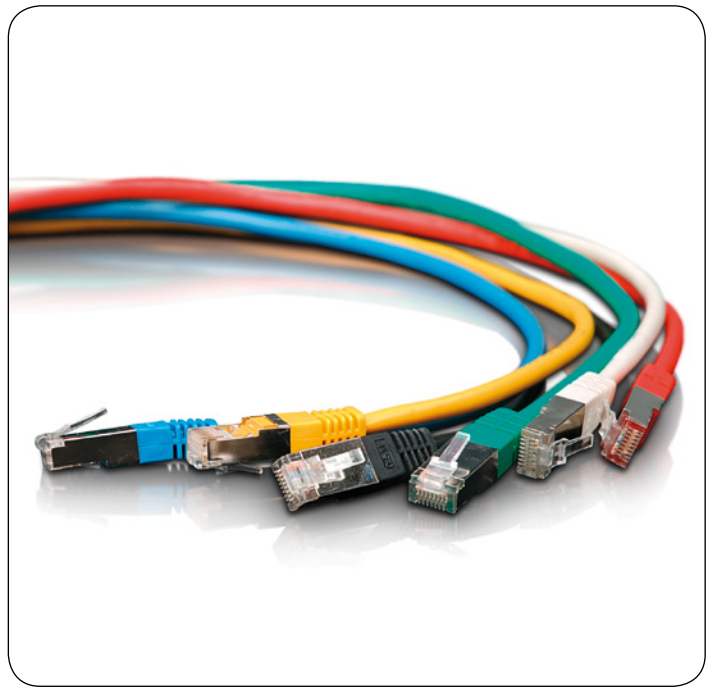
Systematic solutions, quality without compromise and appealing prices make the Professional range attractive for complex system planning and IT infrastructures

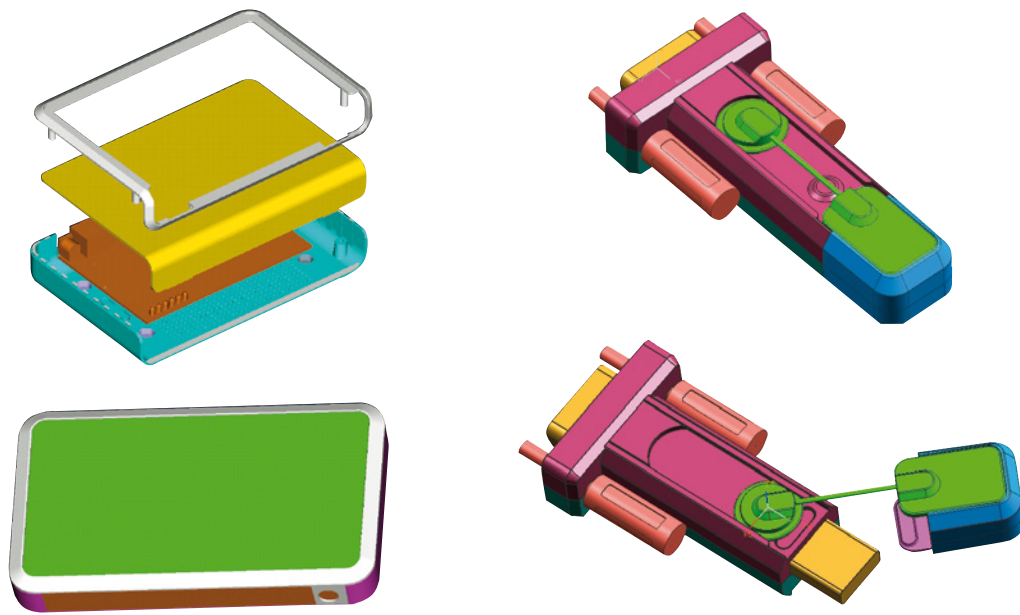
**DIGITUS® PROFESSIONAL** defines a clear benchmark for the highly professional use in facility management (Security and Surveillance) and system integration.

The professional DATACOM products are available for tough and permanent use in computing centres and medium to large-sized IT infrastructures. Our KVM consoles and 19" switches are only a part of the range which is constantly being extended and certified. We offer everything that is necessary at the moment and in future for professional and integrated network-

ing in the professional network area, ranging from high-value and long-life Ethernet copper and fibre optic cables, power cables and patch panels, right up to network and server cabinets (10" to 19"). Active network components play just as much a role here as sophisticated camera technology and the related interface solutions.

Our holistic range facilitates complete compatibility over and above the entire portfolio, in spite of international standards. You receive thoroughly tested, checked and perfectly tuned technology from us.





## Design as a competitive advantage

Only a designed product has an emotional appeal and therefore sells better

Visualisations and renderings accompany the process of creating a new design

The list of revolutionary, historical product concepts is long. They all have one thing over and above the amount of invention: Design

Awareness of product design on the part of the final consumer has very much increased in recent years. Design, driven by the necessity of competitive differentiation and the tendency of consumers towards individuality and prestige now plays a considerable role in the decision to buy.

We consider it our duty to take this awareness on the market into account with consisting and appealing design of our products, not only because of the convergence between IT and Home Entertainment. The acceptance of a designed product is also much higher even if the product is not used immediately on the desk. Innovation and costs must not be forgotten here, of course.

Highly qualified product managers work closely

together with internationally experienced and renowned German design studios for this reason. Feasibility studies, alternative ideas and functional extensions are drawn up here: they are also played through and cost-orientated production methods are worked out.

The differentiation of design from other companies on the market is absolutely indispensable in the times of fakes and a sector very much under the pressure of prices. The so-called “Public Housings” do not comply with our high claim to quality and functionality. The need for explanation would be too large for the item in terms of price differentiation for deficient technology or even unallowed product specifications with the same appearance.

Not wanting to abandon painstaking details in spite of a narrow cost framework is quite obvious for us, desirability on the market is our motto here.





## Each channel has its own communication

Appealing to specific target groups increases awareness and general turnover

Flexibility of appearance and appeal let both of us appear confidentially in all kinds of markets

A range of products turns round very quickly in a market driven by innovation with short product life cycles. Trailblazing products from yesterday do not even need to be mentioned any more today.

This is why we supply our customers and partners with new catalogs, brochures and flyers. The dynamic retail range of products itself is shown three times a year in the DIGITUS® main catalog, where the international trade fairs set the respective deadlines for us.

The development of such a market remains unpredictable of course We produce special flyers or brochures on new products for this reason.

We adapt the style of the catalog communication

according to the product group and the channel requirements, So that you can act accurately and precisely according to target groups in the retail trade.

The more sustainable Professional range of products is enhanced with extra information, such as technical drawings, certificates, measurement diagrams and specification matrices and appears twice a year. The catalogs can be individualized by printing company emblems or similar items and can also be coordinated in individual cases. The catalogs are further available in digital form when they are finished and are available for download from our website.



HAUPT

DIGITUS<sup>®</sup>

Enjoy connections. Live.

# HAUPTKATALOG 2009-1



Enjo

ke<sup>®</sup>



N-Way Switch

Seite 4



USB Webcam

Seite 52



Lifestylebags



USB Webcam „Snake“

Seite 4





## Feel free just to drop by for a coffee

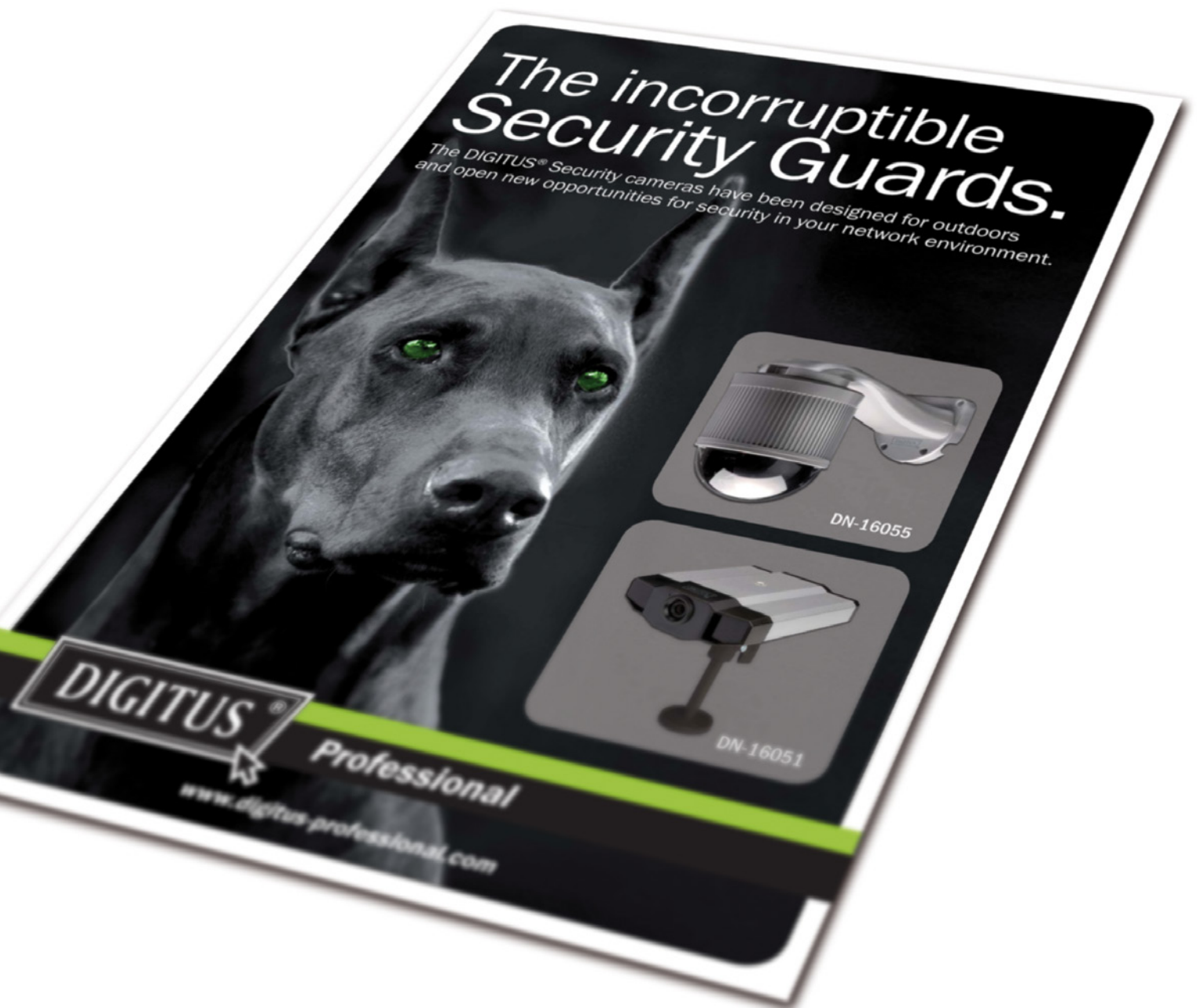
Our world of versatile brands becomes tangible at events and we also pass on knowledge and know how

CeBIT Hannover, China  
Sourcing Hong Kong and Gitex  
Dubai are the most important  
examples of international IT  
Trade Fairs where  
DIGITUS® is represented

We present the world of DIGITUS® brand annually at all the most important computer fairs of the world. The points for the following appearances are set at the plot fair. We pay more attention to brand development and comfort characteristics or to clear documentation of the strength in our range of products in the respective channels. Depending on the share of final consumers amongst the fair visitors. We offer our partners the opportunity of meeting their customers here to experience the DIGITUS® brand personally and close up. All the important decision makers and also the members of staff and contact persons are on site and are cordially welcome. It has been seen that this personal platform is fruitful ground for sustainable and successful col-

laboration. We also organise International Management Meetings (IMM) for our long-term partners to enrich individual topics for international exchange and trade prospects. Workshops take place to support our partners' sales and we also regularly train companies on site both generally and also with respect to product groups and ranges of products. We also reinforce our presence at in-house fairs and allow you easy access to the DIGITUS® brand together with short paths of communication and constant contact to your contact partners. The most successful marketing measures of our partners regularly receive awards in the form of the well-endowed DIGITUS® BRAND AWARD.





## Pull-in effect because of brand awareness

Cross-media campaigns increase the degree of brand awareness and information for the product in all the target groups

PR is the most trustworthy multiplier for product and company information. Product tests also underline awareness of quality

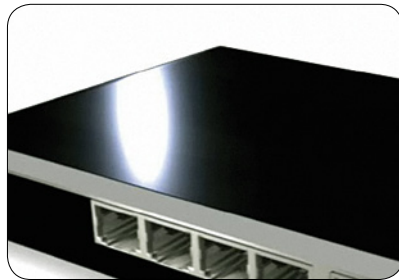
We considerable increase brand awareness on the part of the end consumer with advertisements in the popular press and trade magazines, attracting a lot of attention. We create desirability here which ultimately leads to an incentive to buy which leads in turn to a pull-in effect for this brand in the retail trade. We also clearly delivered the product advantages here, depending on the intensity of information for the product.

We position new items and special campaigns in specialist publications, created price transparency and substantiate this with specifically structured and

qualified emails. Ever present PR creates confidence in the brand and numerous published test successes in product tests confirm this. We also help our international partners here with know how development and the provision of product-specific information in "bit size pieces" for further processing.

The impact of the cross-media effect is enormous and is made obvious to us with feedback from the widest possible range of channels. The demand of our customer experienced by our partners grows constantly because of this.





## The most up to date catalog in the world

Product information, download, support – everything, always and everywhere


According to active topics crossmedia content, such as up-to-date advertising and 3D-animations, are integrated into the online appearance


Up-to-date daily information and help on the website under [www.digitus.info](http://www.digitus.info) and [www.digitus-professional.com](http://www.digitus-professional.com)

What is brand without appropriate appearance on the market in the most powerful medial communication channel? Up to date daily information is available here. All the product information can be seen here. Manuals, drivers and software updates are available on a 24/7 basis. Data sheets are created on the fly by pressing a button according to requirements. Those who do not want to search can also be specifically fed with information by subscribing to a newsletter or directly via a newsfeed. The announcement of new products will be made accessible to the consumer here. Advertising themes can be accessed cross-medially and newsletters can be linked

here. Interested parties can see where DIGITUS® can be obtained in their area. Dealers find their distributors and you find us. A considerable database of knowledge bridges the time until the next product training session and support queries will also be processed via this Wiki. We live up to our international claim by with a multilingual presentation and also place press extracts and also the latest press communiqués here. A carefully worked out product search machine - also according to article number and EAN code – finally makes the internet presence into a knowledge database for the brand.





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[MULTIMEDIA](#)
[ZUBEHÖR](#)
[DATACOM](#)
[NETZWERK](#)
[DIGITUS® PROFESSIONAL](#)

# Zubehör



• Zubehör

<ul style="list-style-type: none"> <li>USB Hubs</li> <li>Card Reader</li> <li>Front Panel</li> <li>Interface Karten</li> <li>Datenspeicherung</li> <li>Sicherheits-Lösungen</li> <li>Adapter und Konverter</li> <li>Notebook Zubehör</li> <li>Sonstiges PC Zubehör</li> <li>Taschen</li> <li>Kabel und Adapter</li> </ul>	<p><b>USB HUBS</b></p> 	<p><b>CARD READER</b></p> 	<p><b>FRONT PANEL</b></p> 	<p><b>INTERFACE KARTEN</b></p> 
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## Who explains what the product can do?

Products requiring explanation and lack of staff at the POS require increased information content for the packages – internationally

Diagrams and illustrations on the packagings explain non-verbally the functionality and relations of the products

Increased multilingual information content for the packages makes the decision to buy easier in all countries

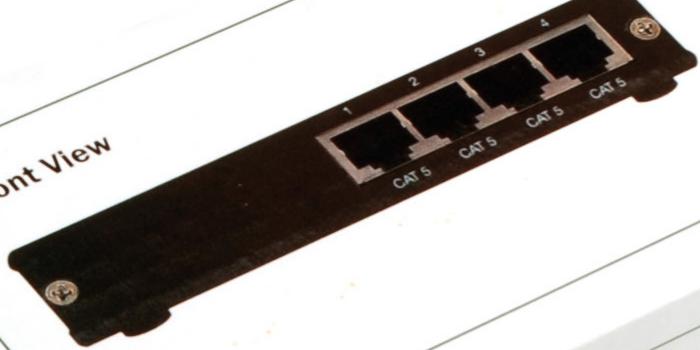
Friendly, appealing, informative and full of emotion, are words which quickly describe the **DIGITUS®** packaging concept. A uniform design provides a pleasant appearance at the POS. Information relating to products and use, enhanced with pictures make it easier for the customer to find the desired product, also without advice from specialist staff. The self-explanatory product is our target.

The customer finds the most important specifications on the front of the package, in addition to photos appealing to the emotions and a picture of

the product. The uses for the products are clearly shown. Coloured differentiation allow quick assignment to the corresponding product group: **DATAKOM, MULTIMEDIA, NETWORK, ACCESSORIES** and **DIGITUS® PROFESSIONAL**.

The information is printed in ten languages of course or communicated non-verbally, if possible. No question remains finally unanswered since it is enhanced with all the certificates and conformities. Nothing stands in the way of the decision to buy therefore.

Front View



**DIGITUS**

Un prolongateur VGA permet de recevoir un signal video sur un écran éloigné de 180 m.

- Prolongateur VGA par câble Cat5
- Distance allant jusqu'à 1280x1024 pixels à 60 Hz et l'écran
- Résolution de 4 moniteurs distants
- Compensation de longueur ajustable
- Amplification de signal VGA ajustable

Med en VGA Extender kan en videosignal tas emot av en bildskärm på ett avstånd på upp till 180m.

- VGA-förstärkning via Cat5 kabel
- Distans på upp till 1280x1024 pixel vid 60Hz
- Videoupplösning upp till 1280x1024 pixel vid 60Hz
- Anslutning av 4 Remote-monitörer
- Justerbar VGA-signalförstärkning

RoHS

Enjoy connections. Live.

All in one  
Video extender  
& 4-port splitter  
up to 180m

- VGA extension over Cat5 cable
- Distance up to 180m between PC and monitor
- Video resolution up to 1280x1024 pixel at 60Hz
- Connection of 4 remote displays
- Needs VGA extender remote unit

HIGH QUALITY  
VGA VIDEO EXTENDER & SPLITTER





## The first pressing counts

An extensive cable –shop – in shop system is the complete “bite sized” solution

The complete range of cables is presented at the POS in a space saving, appealing and well arranged way

Color codes grant an easy on-site orientation










Believe! The “all-round device” exists. Assuming the development has taken up some time. A uniform blister packaging system has appeared which allows us to provide our customers with sealed blister packages direct from production factories and which also allows us to reassemble them at short notice according to requirements in our company. We deliver the blister cable packages clamped or also welded. A perforated edge on the rear side allows the package to be opened by squeezing it together. We also take into account here our claim to user friendliness. The differing packaging sizes fol-

low a modular concept and therefore make it easier to stock the blister package display units at the POS. A unique colour coding acts as an orientation both for the complete range delivered and also for the consumers.

We have developed a special rack system especially with these blister packages in mind, which enables folding trays to be stored on shelves. We offer a complete shop system which can show the whole range of cables and which therefore offers our partners practical help for the POS.



**Color Code for Blistered Cables**

-  **Audio + Video Cables**
-  **Network Cables**
-  **USB + FireWire Cables**
-  **Printer Cables**
-  **Display Cables**
-  **Telephone + TV Cables**
-  **Accessories + Adapters**
-  **External Peripheral Cables**
-  **Internal Peripheral Cables**



## The decision to buy is made here – at the POS

Selected items encouraging sales create the world of brands for the consumer

The consumer can be attracted even before the decision to buy by using selected POS material

Equipping the shop with point-of-sales material (POS) is a decisive argument for the retail trade. The range of materials extends from posters and roll-ups to cardboard stand-up items. Banners for sponsoring campaigns and up to counter top racks and the already mentioned blister racks. DIGITUS® puts together individual starter packages for dealers and therefore lays the cornerstone for easily taking part

in the success of the brand. We also give our partners the opportunity of participating in local and inter-regional trade fairs with our cost-neutral mobile fair stands. The required materials will be supplied to the desired address on time. We also create individual DIGITUS® POS material or give you suggestions for the shop design.





## Mighty little things around DIGITUS®

Advertising materials as instruments for retaining customers are still essential

Merchandising articles underline the impression of having thought of everything and communicate a love of detail

The retail trade is happy to use advertising materials to retain customers, which have the job of increasing or underlining the value of the product. A small item which is no longer obvious nowadays is the plastic bag which can be used to carry the goods home after they have been bought.

DIGITUS® offers classical and unusual advertising materials around the brand, such as cell telephone

socks, ball point pens, writing pads, cigarette lighters, coffee cups with saucers and right up to baseball caps, scarves for ladies and ties for gentlemen, or the much-loved DIGITUS® beach towels.

These materials are available for our partners, of course in order to please their customers with these items or to round off their own presence.

Call, your contact person will be pleased to give tailor-made suggestions.







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