

Know How

USB OTG CABLES



Supporting our Distributors and Resellers through education and proactive support.



THIS ARTICLE HAS BEEN WRITTEN TO HELP RESELLERS AND END-USERS UNDERSTAND MYTHS AND FACTS ON USB OTG

USB OTG (abbreviated from 'on the go') is a little known USB standard which was designed to allow peripheral attachment to such items as mice, keyboard, memory sticks etc to small, mobile devices (hence on the go!).

2012 is certainly the beginning of the USB OTG technology frontier, as computer Tablets, especially Android-based Tablets and Smartphones are becoming firmly established for both retail, business and government and professional users alike.

Many new 'low cost' Tablets such as the hugely popular Google Nexus series of Android Tablets and also many others, do not have multiple inputs for say USB devices, Card readers etc. Why? Well to help keep

costs of production down manufacturers have avoided this 'hardware', saying to users to use 'cloud computing' or buy larger internal memory models.

This is all well and good, but how about if your not within an Internet locale, or your storage memory (say 16Gb) is nearly full and you want to copy a HD movie to the Tablet before you head off on holiday?

Smartphones are not exempt from companies cutting back on connection opportunities either. The likes of Samsung, Motorola and Sony all tend to make compromises on the connectivity available, however due to there lack of real-estate, its no wonder they are limited on connector choices.

However, all Tablets and Smartphones tend to have a common connector, normally used for charging the device. This is known as either a Micro or a Mini USB device. The port, located at the side, or on the base, is for many users, only used for charging the batteries. Vendors of the hardware devices

normally never make it know they can be used for hardware connection!

LMS Data now offers a low cost but high-quality USB OTG cable that allows users (without the need to install drivers) to add, in seconds there existing USB or new USB peripherals and thus adding extra flexibility to there devices.



Identifying the two types of USB OTG connectors

MiniUSB - on older Smartphones

Examples included Motorola Q, Blackberry
Samsung Galaxy S2, Sony Xperia



Micro USB - on newer Tablets & Phones

Examples included Samsung Galaxy 3
Galaxy Note 2, Nexus 7 and Sony Xperia

Customers need USB OTG Cables today!

1. Expandability

Adding a LMS Data USB OTG cable gives massive expansion of a customers current and new USB peripherals - all without the need for any device drivers, thats the beauty of USB OTG..



Tablet or Smartphone

then add these..



USB Mice



USB Keyboards



USB Memory



USB Card Readers

2. Get a better Picture

Its not just USB peripherals that work with LMS Data USB OTG cables. How about connecting your non HDMI Tablet or Smartphone to your HD TV, projector or Monitor?

Few Tablets and even fewer Smartphones have HDMI output, again because of the cost of integrating them. LMS Data USB OTG cables allow either a USB to HDMI to be connected to a USB OTG cable, or if preferred try our Micro USB OTG to HDMI output cable.

Enjoy those Movies, digital music downloads or anything else and experience up to 1080p full high-definition. Share your experiences from YouTube, Flickr with everyone in the room!



3. Compatibility. Assured

LMS Data USB OTG cables are fully compatible with the Android system, including the latest Jelly Bean (version 4.1+) operating system. We know that not everyone has this, so if your running Ice-cream Sandwich (version 4.0) USB OTG will work just fine.

There are no drivers to install for almost any device, such as keyboard, Mouse, Memory stick etc. It uses an internationally known interface and of course does not void your devices warranty.

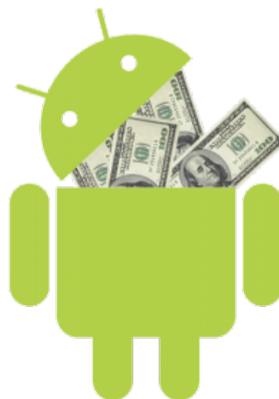


4. Maximum Profits

USB OTG cables are a little know technology group for retail and professional users alike.

Almost all vendors rarely make known that USB OTG can run on there respective Smartphones or Tablets, probably because they want customers to buy hugely expensive bespoke adapters costing many times that of an LMS Data USB OTG cable!

As a distributor of LMS Data products you can maximize your sales margins on the LMS Data cables, but thats not all. You can offer bundles of for example, your Keyboards, Mice and almost any other USB device. How about a LMS Data USB OTG Cable with a USB Keyboard and Mouse!



USB OTG Cables

Unrivald quality, performance and compatibility.



C-USB-F-MI

Android compatible USB-OTG cable with Micro USB to full size USB2.0 interface. Approx. length 10cm



C-USB-MI

Android compatible Micro USB Data Transfer and Universal Charger Cable. Approx. length 1 metre

