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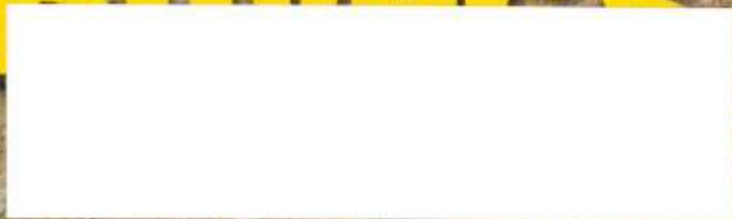
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Utility Vehicles & Accessories

Buyer's



Mobile Computing with RAM Mounting Systems:

The best want to be even better.

By David Wilkinson

If a manufacturer truly cares about its customers, it listens to them. While this will sometimes entail some painful criticism, true innovation can result and better products will be offered. It does not always happen overnight, but often in a few short months a product line can be launched and advance to the forefront by providing customers what matters most. At RAM, what matters most are form, function, quality, and price. Over the last 24 months, RAM has launched an all out assault on the No Drill™ vehicle base and laptop accessories market. Starting out with only a few kits, this number has nearly tripled and is still growing. With complete systems often available for half of what the competition is charging, it's easy to see why popularity was imminent.

The natural progression of the product line has seen to the offering of complete mobile mounting solutions from the floor-board up. Complete packages are now available that include a custom fit No Drill™ base, telescoping pedestal, double swing arms for reach, and a powered dock with unmatched features and quality. RAM has always been synonymous with the best in mounting systems. Well, the best want to be even better.

The foundation for any structure will determine its performance. While RAM products are typically die cast aluminum or high quality durable plastics, the No Drill™ bases that are offered are made of steel. Since these bases' common installation point is located where they will be kicked and has things like tools and equipment thrown on them, durability is key. Steel with a black powder coat finish in a sense says, "Bring it on!" Custom made to fit specific vehicle makes and models, installation is straight forward and requires few tools.

Regardless of whether your car is part

of a fleet or for personal use, foreign or domestic, chances are there is a No Drill™ base to suit your needs. Recently added are No Drill™ options for Big Rigs as well. Trucks with chairs by National Seating, Sears, and Seats Inc. can be trans-

very diverse offering. The starting point of any mobile laptop mount is the base. Knowing that so much time, effort, and quality has been put into the first thing that you need means everything that follows saw that level of attention.

Once the base has been chosen, one of the first things that can act as a stumbling block during installation is the placement of the telescoping pedestal. Most No Drill™ vehicle bases use the passenger seat rails as the attachment point. Placement of the pedestal is of absolute importance. It not only determines the amount of comfort the front passenger

experiences but also the overall safety of the occupants. Three

options are available using a RAM No-drill system. Utilizing a standard RAM hole pattern, customers can choose from a fixed riser, adjustable riser, or to omit the use of a riser altogether. Why the need for these options? Subtle differences in vehicle interiors, namely center consoles and floor shifters. These can make pedestal placement tricky to say the least. Providing customers with a range of product options insures not only a better fit, but a much quicker and easier install. Fixed risers that are four or seven inches tall are available as well as a fully adjustable swivel riser. The Adjust-A-Pole™, as it is called, rises four inches and can be perfectly placed using a common wrench. A top and bottom platform pivot independent of each other giving the installer unmatched versatility. An exclusive to RAM, this riser is offered as part of a kit or sold separately.

Dual use vehicles are increasingly common. Mobile office by day and family car by night might mean the laptop mount needs to be removed from time to time. Going to the tool box and removing the base or pedestal is impractical. The Re-



formed into a mobile office just as readily as an F-Series truck. RAM has put a lot of effort into providing a product that is truly for the masses. Researching the cars and trucks most common in America as well as those used as fleet vehicles resulted in a

lease-A-Pole™ allows the removal of the telescoping pedestal with the pull of a pin. Easy to incorporate into any No Drill™ system and made of only two parts, this device is simple and one of the most practical offered.

Once you're off the floor, the telescoping pedestal, or Tele-Pole, provides height adjustment. Large or small, with the turn of a single knob, RAM fits them all. Able to be purchased as part of kits or as individual components, specific heights can also be achieved outside of what may typically be offered. This is yet another way that RAM allows the customer the freedom to create what is best for them.

Floating on top of the Tele-Pole is a double swing arm package that sports both brawn and beauty. The same knob that allows for height adjustment will also allow positioning of the swing arms. Loosen a little for swing arm movement and loosen a little more for height adjustment. This grouping of features into a single adjustment point keeps the overall kit more compact and easier to use as well. The mechanisms involved are brilliantly simple and designed for years of rugged use; just what you've come to expect from RAM. While the vehicle is on the go, these swing arms allow effortless positioning of the laptop out of the airbag deployment zone. Once the operator is ready to work, placing the laptop within easy reach for viewing and typing is simple and easy.

At the end of the swing arm system is one of the features that RAM is most noted for, the rubber ball and socket. No slipping, just gripping, and shock and vibration are dampened as well. All that and perfect viewing angles. And we all know that viewing angles and ergonomics are a big deal. Twisting your body for typing or stretching your neck over and over to see the screen does nothing but cause fatigue and back aches. Needing only three simple-to-access-and-use adjustment points to achieve superior ergonomics, RAM can make a mobile office setting nearly as comfortable as your home office.

Standard kits are a great way to get everything you need in one box. But what if a more custom configuration is required? Individual components allow you to adapt existing RAM products to suit individual needs. Whether it's the person or the vehicle with special needs, RAM is

ready to break things down and build them back up to create the perfect solution.

Once the proper kit has been chosen and installed, customers often find they have room for extras. The compact nature and efficient use of space RAM pro-

vides means the addition of a printer mount is not out of the question. The Tele-Pole is an ideal attachment point for a universal or custom holder for mobile printers. Canon and HP printers are easily accommodated creating a true office environment to mobile (Continued on page 18)

Over the last 2 years, RAM has put forth a brilliant effort to revolutionize the way laptops are put into vehicles and how efficiently they can be used. Huge strides have been made in both product design and offering. From the No Drill™ base to the soon to be release Tough Dock™, RAM is setting the standard for quality and affordability.



professionals. Simple to install and adjust for use, RAM printer mounts are one of the most popular additions to a RAM No-drill vehicle base kit.

While not commonly noticed but always important is how RAM mounting systems have few, if any, sharp corners or edges. Smooth lines and surfaces are not only more aesthetically pleasing to look at, but are less likely to hurt if bumped into. It is undeniable that putting a laptop and other equipment into a vehicle will take up some space. Knowing this, installing a truly user friendly mounting system in a vehicle just makes good sense.

Using customer input, rigorous testing, and research, improvements continue to be made and incorporated into existing designs. Regardless of whether you are talking electronics or simple yet versatile mounting systems, trying to make things better is simply RAM nature. While not always achieved on the first try, perseverance often leads to true innovation and superior products.

During the early years, RAM Mounting Systems was just that, mounts. Simple in design, extremely durable, and almost universal in application, these devices were the foundation of a company that strives to fill a niche that is sometimes devoid of innovation. As the complexity of the mounted devices increased, RAM was presented yet another niche to fill, docking stations. While it was easy to find others that produced mobile office mounting solutions, quality was often sacrificed for price. If that was not the case, then the mount was of good quality but priced out of reach. RAM offers the best of all worlds with mounting systems that are priced right and built for a lifetime. When buying RAM products, customers know what to expect and have confidence in their purchases.

A prime example of RAM perseverance would be the new RAM Tough Dock. This is the ultimate finishing touch on the RAM No-drill system. This powered dock will be setting a new standard in both form and function. RAM has also taken the manufacturing process a step further and molds their docks. What does this mean to you? These docks are extremely strong, offer smooth lines and soft

edges, and are very light weight. Offered in both aluminum and plastic housings, utilizing a fraction of the parts needed to create a comparable dock, assembly time at the manufacturer is kept to a minimum. This cost savings is passed on directly to the customer. Have you ever waited for a new product to be released hoping that the cost would finally be affordable only to find it wasn't. Was it because the manufacturer knew they could charge what

- Mouse (Mini-DIN 6 pin);
- Headphone/speaker (stereo phono jack);
- Microphone (mono phono jack);
- Tamper proof lock; and
- Integrated screen support.

Yet another key feature of the RAM Powered Dock is the integration of the SiRFstarIII GPS technology. With its rapid time-to-first-fix and high sensitivity, the SiRFstarIII GPS is designed to meet the rigorous demands of wireless and handheld LBS applications. It also provides superior location performance, both indoors and out, for 2G, 2.5G, 3G asynchronous networks. Scheduled for release the end of 2006, the new Tough Dock™ by RAM is one product no Tough Book should be without.

What if a Powered Dock is not necessary or not in the budget? Never forget the RAM Universal Laptop tray. While not powered, this well crafted product is ideally suited to countless applications.

Built to last and designed to accommodate practically every laptop made, this problem solver sits atop tens of thousands of RAM No Drill™ systems world wide. Four retaining arms can be positioned both vertically and horizontally to secure a laptop in all the right places. Add or remove arms as needed and place them so access to ports and function remains. Spring loaded, this tray applies just the right amount of force inward and downward to keep the laptop safe and secure. Strategically placed holes on the perimeter of the tray provide attachment points for additional RAM Mounts. Place a cell phone, GPS, or PDA within easy reach using a simple RAM kit attached to the side of the tray. A screen support and USB light further compliment the RAM Universal Laptop Tray. As the customer base has grown, so has the diversity of their needs.

Over the last two years, RAM has put forth a brilliant effort to revolutionize the way laptops are put into vehicles and how efficiently they can be used. Huge strides have been made in both product design and offering. From the No Drill™ base to the soon to be release Tough Dock™, RAM is setting the standard for quality and affordability. The best really are getting even better. Visit them and judge for yourself at www.ram-mount.com □



they did so kept the price high? RAM doesn't play that game. If it costs less to manufacture and distribute, why charge what everyone else is? Competition is key and RAM is poised to take the lead. The best being better means quality products at affordable prices. Now, back to the new Tough Dock™. This is truly innovation at its finest. But don't let the beauty or simplicity of the dock fool you. Feature-filled with a low profile, this dock has technology inside that is way ahead of the competition. Additional features include:

- 2 serial ports (D-sub 9 pin);
- Parallel Port (D-sub 25 pin);
- 4 USB ports (4 pin);
- Expandable memory;
- External video (D-sub 15 pin);
- External keyboard (Mini-DIN 6 pin);

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