

September 2006  
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# RAM Mounts Trying to End the Cost vs. Quality Dilemma

By David Wilkinson

In a previous issue of *Utility Products*, a very well written article titled, "The Right Tool for the Right Environment" was published. This article successfully outlined the differences between Total Cost of Ownership and Initial Cost and how these two factors greatly influence consumer choices. Given that RAM Mounting Systems provides proven solutions for ruggedized and consumer-grade devices, RAM is very familiar with the TCO vs. IC debate. Whether this

comes up at a board meeting or is a strictly internal struggle while standing at the electronics counter, the debate rages on. RAM customers have learned that while making a decision on which electronic device may take some research, which mounting solu-



tion provider to go with takes little thought at all.

While everyone would like to say that quality is the deciding factor when choosing a product, budget constraints often force compromise. In 2005, RAM Mounting Systems introduced to market No Drill™ laptop mounting systems that brought an end to the cost versus quality debate. Get your hands on (Continued on page 14)

In a recent survey, done by a major manufacturer of tow-behind air compressors, 90% of respondents said they don't need 185 cfm. In fact, the majority of respondents said their applications required 150 cfm or less.

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## RAM Mounts Trying to End the Cost vs. Quality Dilemma (Continued from page 12)



one of these kits and the first thing you notice is the robust feel. Without introducing a lot of bulk, the kit is exceptionally strong, utilizes a minimum of components, and is simple to install and use. Early in 2005, kits were available only for domestic makes and models. Now it is easy to find

No Drill™ laptop kits for foreign automobiles as well.

RAM's determined efforts to keep work in-house including design, production, and packaging are what help to keep costs low. Lean manufacturing and state of the art equipment make a difference as well. Given that the design team receives and puts to use comments and criticisms on a daily basis, 2007 will see the release of even more exceptional products. One of the most highly anticipated, being the docking station for popular laptops such as the Tough Book line by Panasonic. Eager to put forth a product that is built to take on what fleets dish out, RAM Docks will certainly add to the attractiveness of the No Drill™ product line as a whole.

Work truck fleets are

putting some of their most sophisticated equipment in the cab these days. Offering professionals a complete line of products that make a mobile office not only functional, but comfortable was not always easy. Now however, turning a vehicle into a mobile office that is nearly as comfortable as a home office is not hard to achieve. Given some of the tough on-the-job decisions that need to be made, RAM may be the easiest one to make. The RAM Tele-Pole Systems with vehicle specific No Drill™ bases are the no nonsense approach to integration of mobile electronics and automobiles. Here are just a few of the ways they kept it simple. The patent pending Tele-Pole design allows for super simple adjustment with a single knob that is easy to grasp. Turn a little for swing adjustment, turn a little more for height adjustment. And the universal ball and socket is the most simple of all. No slip-



(Continued on page 16)



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## RAM Mounts Trying to End the Cost vs. Quality Dilemma (Continued from page 14)

ping, 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.

With all this to offer, RAM Mounting Systems made it no longer necessary for you to adjust to your laptop in your car or truck. With a RAM System that is specifically designed for your vehicle and needs, your laptop will adjust to you. Since no two people are alike, it only makes sense to provide mounting platforms that are fully adjustable and easy to place in the most ergonomic location. RAM does just that, and at a great price. Whether the laptop is used from the passenger side or driver side, the swing arm systems provide easy access and viewing.

Supporting all of this durable convenience is an attractive metal base that is custom fit for the car, truck, or SUV,



owned or leased. Built for a lifetime of use, finding a better quality product anywhere at any price may prove to be challenging. Coming standard with all No Drill™ systems, and topping it all off is the universal laptop tray which will accommodate virtually every laptop made. No guessing whether it will work for you.

Since the mount will in all likelihood outlast the mounted device, the fully adjustable RAM Tough Tray for laptops should accommodate the upgraded laptop when the time comes. This tray is spring loaded and has four retaining arms that can be moved both vertically and horizontally to provide unsurpassed adaptability. As

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previously mentioned, later this year will see the release of RAM's mobile dock. Compact design, lockable, and easily mated to many RAM systems, this dock will surely be the first of many to be offered.

Still another soon to be released line of products will include Equipment Consoles for common fleet and police vehicles. More bang for your buck to be expected.

Form and function at an unbeatable price seem to be job one at RAM. If you are a professional on the move, and in-vehicle computing is part of your daily routine, RAM was developed with you in mind. Comfort and convenience will make your mobile office more efficient and RAM is ready to get it done.

To make a good thing even better, in 2007 RAM will see the diversification of its No Drill™ product line accessories. Through input from consumer groups, trade shows, and product re-sellers, a printer platform was a perfect recent addition. With two universal and one custom solution currently available, RAM demonstrated its willingness to listen to its customers and provide immediate solutions. Two more great examples of this are the Release-A-Pole and Adjust-A-Pole. It's all in the names.

The Release-A-Pole provides a quick release feature where the telescoping pole meets the no-drill base. With the pull of a pin, the entire upper assembly can be easily removed and stored. This is a great way to take a car from work mode to family mode in seconds. Like everything else that has the RAM name, you can expect high quality and years of use from this accessory.

The Adjust-A-Pole does just as you would guess. Put the telescoping pedestal exactly where you want it. Avoid interfering with glove compartments, drink cup holders, center consoles, or simply add more leg room with simple adjustments. Built to integrate into an existing system or to be included from the factory, this accessory is unique in the industry. By staying on top of new and soon to be released products for both fleets and consumers, you are sure to get the best product for your new vehicle or device.

Beyond work, there is play. RAM not only puts a laptop within easy reach for typing but also adjusts easily for laptop viewing. What are we getting at? Allow-

ing passengers a great way to watch a DVD movie while on the go. What better way to pass the time on a road trip.

Now back to business. As we said at the beginning, budget constraints often force compromise. For the first time in a long time, a manufacturer has taken a step toward ending the need to sacrifice what you want or need for what you can afford. □

*"The Right Tool for the Right Job" was written by LeAnn Kreigh who is a freelance technology writer based in Portland, Ore. LeAnn has no affiliation with RAM Mounting Systems and is only cited as the source of the article mentioned. Nice work LeAnn.*

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