

# **Acesso's new FLEXnet Suite for high-tech device manufacturers maximizes value of software to innovate products faster**

## ***Fast implementation of software key activation enables easy management and configuration for Lantronix***

Schaumburg, IL—October 22, 2008—[Acesso Software](#), a privately-held company of [Thoma Bravo](#), today announced the availability of [FLEXnet Suite](#) for high-tech device manufacturers, which enables the management and configuration of embedded software via software activated keys. With the FLEXnet Suite, manufacturers can configure capability and capacity on a variety of devices, enabling them to innovate products faster and offer new business models through easy-to-use software keys. Lantronix, a leading provider of secure, remote device networking and data center management technologies, is one of the first companies to have successfully implemented FLEXnet Suite for high-tech device manufacturers to manage licensing and entitlement of its ManageLinx™ remote product services (RPS) enablement platform.

As margins compress, manufacturers see increasing value in the ability to better monetize and upsell to their installed base over an extended period of time. FLEXnet Suite enables Lantronix to launch a platform with a suite of software applications that are activated only when a customer decides to turn them on through a software key. It also allows Lantronix to continuously upgrade its platform in the field with Acesso-enabled software keys.

As a global leader in secure networking and remote management technologies, Lantronix offers solutions that simplify remote access, management, and control of virtually any electronic device regardless of location. ManageLinx is an easy-to-deploy solution which allows original equipment manufacturers (OEMs) and service organizations to remotely connect to, manage and control firewall-protected equipment.

“Customers are increasingly demanding flexibility in packaging, pricing and activation of our software offerings. Simultaneously we are focused on increasing the efficiency by which we deliver solutions to our customers,” said Jerry Chase, Chief Executive Officer for Lantronix. “With FLEXnet Suite, we’ve been able to provide our customers with customizable software applications that solve their unique business problems. Our focus on meeting market needs quickly creates our desire for a licensing solution that provides the flexibility to offer our customers the right set of product packages and licensing models, and FLEXnet Suite was a great fit.”

Lantronix is initially using FLEXnet Suite to manage licensing for two features of ManageLinx; one allows the centralized management application to run, and another turns the Lantronix Virtual IP (VIP) Access™ feature, typically purchased in bundles of various sized connections, on and off. With this approach, Lantronix can create new offerings faster by standardizing its hardware platform, while offering customizable software options. For example, as a customer’s need for connections grows, Lantronix can centrally activate new connections and update licensing agreements without requiring the customer to purchase a new hardware device.

“We are delighted to partner with Lantronix in this critically important initiative,” said Mark Bishof, President and Chief Executive Officer for Acesso. “FLEXnet Suite for high-tech device manufacturers builds on Acesso’s long history of industry experience providing licensing technology and entitlement management solutions that help software and hardware manufacturers and their customers, maximize revenue, cut costs and eliminate manual processes, while ensuring the highest level of customer satisfaction.”

**About Aceso Software**

Aceso Software provides solutions that power the business of software for multiple customer segments, including hardware and software producers, engineers and developers, helping them uncover revenue opportunities, streamline their infrastructure and reduce costs. The company's proven solutions, including the FLEXnet and InstallShield product lines, have been simplifying the business relationship between software producers and hardware manufacturers and their enterprise and government customers for more than 20 years. Aceso maximizes the value of the software the world develops and uses. For more information, please go to:

[www.aceso.com](http://www.aceso.com).

**About Lantronix**

Lantronix, Inc. (NASDAQ: LTRX) is a global leader of secure communication technologies that simplify remote access, management and control of any electronic device. Its solutions empower businesses to make better decisions based on real-time information, and gain a competitive advantage by generating new revenue streams, improving productivity and increasing efficiency and profitability. Easy to integrate and deploy, Lantronix products remotely connect and control electronic equipment via the Internet; provide secure remote access to firewall-protected equipment; and enable remote management of IT equipment over the Internet. Founded in 1989, Lantronix serves some of the largest security, industrial and building automation, medical, transportation, retail/POS, financial, government, consumer electronics/appliances, IT/data center and pro-AV/signage entities in the world. The company's headquarters are located in Irvine, Calif. For more information, visit [www.lantronix.com](http://www.lantronix.com)

**Media Contacts:**

Aceso  
Eastwick Communications  
(650) 480-4040  
[aceso@eastwick.com](mailto:aceso@eastwick.com)

Lantronix  
LEWIS PR  
(619) 677-2700  
[lantronix@lewispr.com](mailto:lantronix@lewispr.com)