

## Rent IT - "On the buses!"



The promotion of Rent IT has presented the Seatronics marketing staff with a whole new "ball game" to consider. Our traditional Seatronics customers are well defined and operate in a "relatively" small business sector. Conversely potential Rent IT customers are everywhere! From private individuals to multi national companies everybody uses IT equipment. So how do we get the Rent IT message across to this many people?



This mass marketing requirement is allowing us to experiment with a number of approaches to see just what does work. Promotion of our web site was an obvious starting point with virtually all our potential customers having internet access and many using this as a primary means of information gathering. Yellow pages have been another approach which has had some results.

Expanding this range of "experiments" our latest marketing ploy is aimed at the local Aberdeen area with the intention of raising our profile a bit more. 10 buses across the city have been fitted with Rent IT graphics. With these buses being on the road for perhaps 18 hours a day or more the potential audience for our message is pretty big!

So next time you are stuck behind a bus, take time to read the advert, it could be from Rent IT.

## Exhibition round up



As reported in the last issue of our newsletter, Rent IT has been involved in supporting a number of important exhibitions. Oceanology International 2004 in London was highly successful for us with provision of internet café equipment, registration PC's and other administration support PC's, printers and hubs etc.

This level of support gained us high profile positions at the show entrance as well as within the internet café area. Importantly this builds on our successful relationship with Spearhead Exhibitions who have already selected Rent IT as official suppliers and sponsors for the Offshore Europe 2005 exhibition! For details on Offshore Europe please visit the official site at [www.offshore-europe.co.uk](http://www.offshore-europe.co.uk)

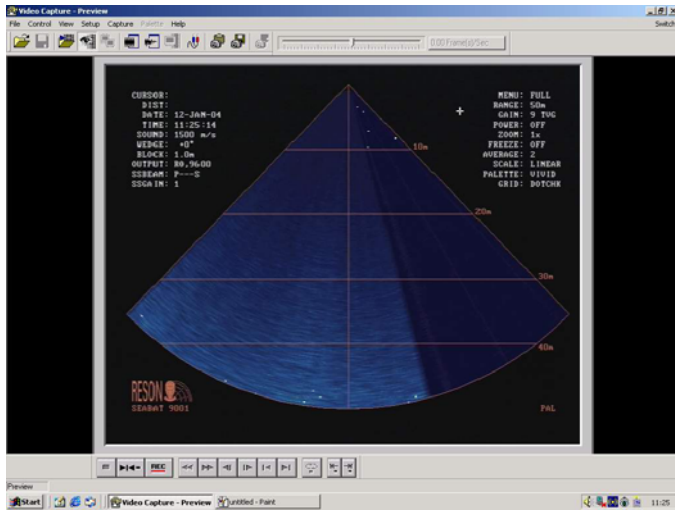


Closer to home we also supported the All Energy Exhibition here in Aberdeen in May at the Aberdeen Exhibition & Conference Centre. With increasing interest in renewables and "green" issues this exhibition is steadily growing in stature. Rent IT was once again present providing the now vital internet café facility to exhibitors and visitors alike as well as supplying a number of exhibitors with additional IT equipment as well.

The AECC here in Aberdeen presents us with a slightly different approach to installation. The AECC is completely fitted with a wireless network system allowing connections to be made without the difficulties of running miles of hard wiring. This "look no wires" approach is ideal for equipment installers, such as ourselves, and exhibitors, making installation quick and very easy with no restrictions on equipment placement. To meet the AECC's requirements, as well as meeting increasing requests for this technology, Rent IT have invested in a full range of wireless interface products for both laptops and PC's as well as associated hubs etc. This allows us to provide a totally stand alone network within your premises or a conference centre without the considerable expense and inconvenience of running extensive cabling. If this appeals to you for your next training course or project then give us a call.



## Video Grabber PC's - today's camera



Traditionally, recording video images for report writing was done on expensive, dedicated video grabber machines which produced questionable printed results with high levels of operator interaction. With the vast strides forward in PC speed and video interfacing products, this task can now be undertaken faster and more efficiently with the use of a PC based system.

To meet customer demand Rent IT have developed a stand alone video stills and video clip recording system based on a compact portable PC system. With our extensive experience of the available technology and applications for these products the Rent IT video grabber includes the hardware and software facilities required to not only undertake initial frame and clip recording but

also incorporate these

into the finished report or presentation and record on a transferable medium. These systems can be found in a wide range of applications where a video source is being used. Typical applications can include surveillance systems, training applications, traffic monitoring, underwater inspections systems, ROV systems and much more. Using onboard software (and the vast range of other software products now available) complete training manuals and reports can be prepared and presented in electronic format incorporating suitably annotated video stills and interactive video clips all enhancing the finished article.

For further details on these products you can read the full article at [www.rentit.biz/video-grabber.htm](http://www.rentit.biz/video-grabber.htm) or contact Rent IT.



## Further major investment in IT hardware

In the competitive world of IT rental availability of equipment and specifications are often key to securing business along with of course competitive pricing! Rent IT must certainly be meeting these requirements as business has steadily increased since the beginning of the year (150% increase from January to May!) necessitating further major purchases of hardware.

Last month saw us expand our range of laptops with the addition of NEC Versa M320 systems, a fitting upgrade from our M300 versions that have been very popular over the past 12 months. This month with the shelves getting bare and new customers continually beating on our doors we have had to once again undertake considerable investment in order to meet demand. New additions to our rental pool include:-

### Printers



There seems to be a never ending supply of new models from the manufacturers and of course Rent IT has to keep up! New models introduced over the last couple of months include:-

**HP 5150** - the basic A4 inkjet printer (until they announce another model!) but always in big demand

**HP 4600DN** - High capacity A4 colour laser printer

**HP 2500L** - Economic solution for low volume colour printing with laser speed/quality

**HP 10PS** - Specialist A3 colour plotting system

### 19" TFT Flat screen monitors

With the phasing out by manufacturers of 18" versions it was inevitable that the change to 19" monitors would have to occur. Of course with reducing prices on these products these 19" versions are now costing as little, if not less, than our 18" versions! This has led to reduced rental rates with a definite winning situation for our clients because existing 18" TFT screens are now even cheaper to rent!



### SDLT 320 tape drives



Backup and storage systems are one of these areas where we have found a niche in the market. Success in this area has required us to further expand our pool of equipment with purchase of an additional three SDLT tape drives. These large capacity drives are ideal for back up and storage of valuable data. These new devices join our existing SDLT & DLT drives along with Ultrium tape drives and NAS systems. (Click on [www.rentit.biz/specs/sdlt320.htm](http://www.rentit.biz/specs/sdlt320.htm) for further details on SDLT tape drives or click on [www.rentit.biz/storage.htm](http://www.rentit.biz/storage.htm) for a technical feature on storage systems)