

Kensington®

Universal Docking Station

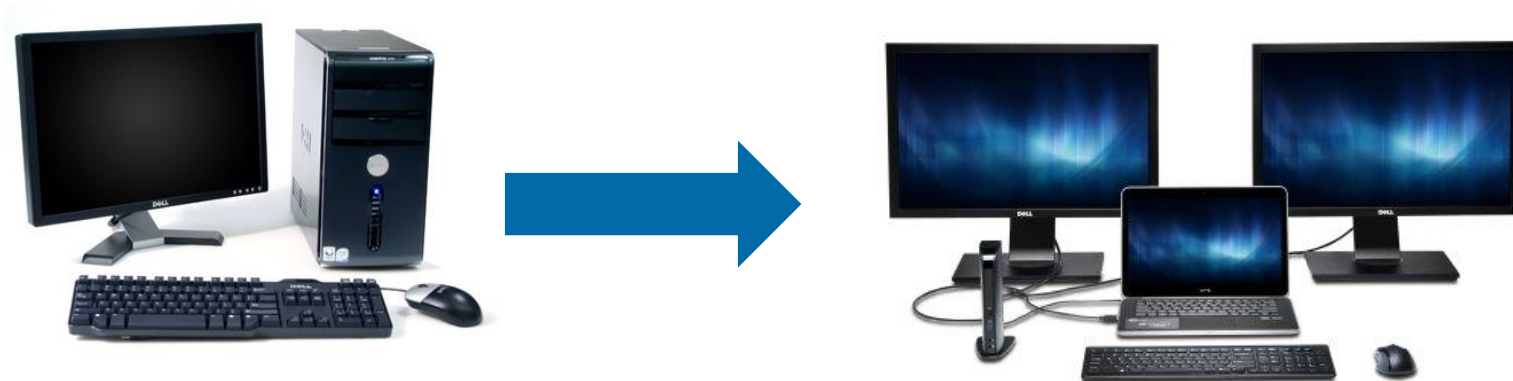


Agenda

- Introduction to Docking Stations
- Proprietary vs Universal
- Kensington Universal 3.0 USB Docks K33970/72EU
 - Technology & Specifications
 - Comparison and Features
 - Packaging and Contents
 - Set-Up
 - Corporate Installation
 - Marketing Materials
- Summary

Introduction to Docking Stations

- A dock provides a simplified way of “plugging-in” a laptop computer to common peripherals
- A dock can allow a laptop to become a substitute for a desktop computer, without losing the mobile computing functionality
- Mobile devices have different connectors and ports and therefore specific docks are made for that model of device in mind, but there are also universal options



Proprietary vs Universal

Proprietary Docks

Docking receiver to place a laptop on



Laptop connectors on the base, fits to the specific connector for that brand and model



Expands the number of ports, output to a display screen and charging the device

Model Specific, need to replace dock if model changes

Universal Docks

Docking receiver to connect a laptop to



Using a single USB cable, connect any laptop to the Universal docking station

Expanding the number of ports, and output to display screen(s)

Connect any device to the docking station using a single USB connector; flexibility covering multiple devices over multiple device lifetimes





K33970EU & K33972EU

Universal 3.0 USB Docking Station

Kensington®

K33970EU & K33972EU

Expanding your workspace



K33970EU
Single Display



K33972EU
Dual Display



Key Features:

A universally compatible docking station for all laptops, hybrids, ultrabooks using a single USB connection to expand your device

- 6 USB ports for peripheral devices
- Faster network via a Gigabit Ethernet connection
- Audio 2.0 connector for quality sound
- High speed data transfer up to 5 Gbps
- Compatible with USB 3.0 & 2.0
- DVI to VGA and DVI to HDMI conversions for all monitor compatibility
- Dual 1080p HD video for high quality video
- HDMI 1.3 supported
- Kensington security slot
- Dual or Single display option available

Technology & Specifications

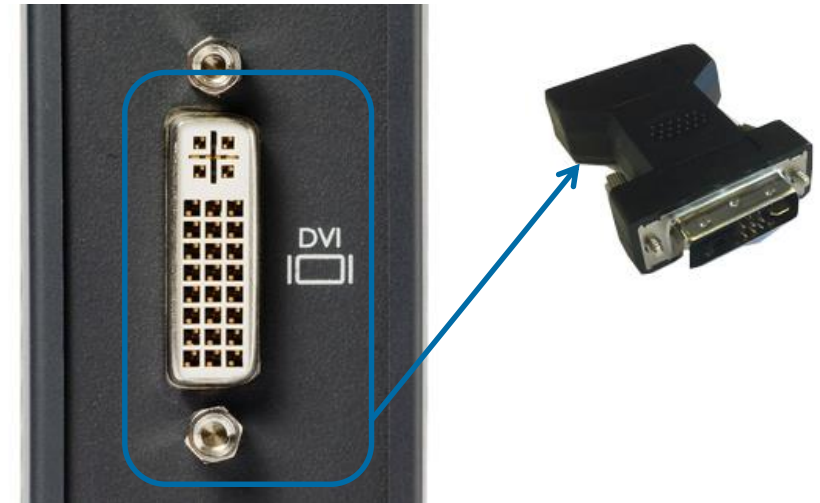
USB (Universal Serial Bus)

Communication cable between devices:-
Keyboards, Mice, Hard-Drives, Printers, Digital Cameras



DVI (Digital Video Interface)

Display digital video content
Connect a monitor directly or using one of the adapters (VGA/HDMI) provided



Ethernet (LAN)

Network Cable and connectivity
using a RJ45 cable (not supplied)



Technology & Specifications



VGA (Video Graphic Array)

A graphics signal developed for computers to support analog data sources

A DVI adapter is included to connect a VGA cable in to the DVI port on the dock

HDMI (High Definition Multimedia Interface)

Is an interface for transferring video data and digital audio from a HDMI source device, such as a display controller, to a compatible computer monitor

A DVI to HDMI adapter is included

On K33972EU the dual display can connect using the dedicated HDMI connection and the DVI connector

Audio can be played through a display with speakers when connected via HDMI



Technology & Specifications



USB-B Port

Connect USB-B cable to the dock and USB-A to a laptop

Single cable to provide connection to the laptop for all peripheral devices connected the dock and Ethernet connection

Takes connections from the Laptop to display content on the monitors, sharing audio and microphone input features



Mini-Jack Audio 2.0

Connect headphones or speakers using a 3.5mm connector



Microphone

Input using a 3.5mm socket to connect an external microphone

Technology & Specifications

Kensington Security Slot

Secure your docking station as well as your laptop, with a Kensington lock (sold separately)



DisplayLink Plug and Display

The Docks have been thoroughly tested by both DisplayLink and Kensington to reach the highest levels of quality and interoperability for a true Plug and Display connection with multiple laptops



Technology & Specifications

1080p (Full-HD Resolution)

Resolution means the number of lines on the display screen and the amount of information that can be sent to fill those lines, giving a high-definition quality image,

Single & Dual Display

Preference to us a single display screen using K33970EU or to two display screens using K33972EU



Comparison and Features

	SD3000 – Single Dock K33970EU	SD3500 – Dual Dock K33972EU
Product Description	A high speed universally compatible docking station. Connection of up to 6 USB peripheral devices from a single USB connection. Designed for HD video on a single monitor for increased productivity	A high speed universally compatible docking. Connection of up to 6 USB peripheral devices from a single USB connection. Designed for HD video on a dual monitor set up for increased productivity
Device	Laptop/Desktop	
Operating System	Windows/Mac (Plug n Play)	
Video Quality	Single HD 1080p	Dual HD 1080p
USB Ports	2 USB 3.0 ports on the front of the docking station and 4 additional USB 2.0 ports on the rear	
Video Output	DVI (HDMI & VGA with adapters)	DVI & HDMI (VGA with adapters)
Gigabit Ethernet	Yes	
Audio in/out	Yes	
Benefits	Universal USB 3.0 connectivity; Adds 1 external monitor to your laptop; Expands the USB port access up to 6 additional to connect peripheral devices to, Ethernet connection via single USB cable. Hot docking/undocking feature so the laptop remains running when connecting, saving time and remaining productive	Universal USB 3.0 connectivity; Adds 2 external monitors to your laptop; Expands the USB port access up to 6 additional to connect peripheral devices to, Ethernet connection via single USB cable. Hot docking/undocking feature so the laptop remains running when connecting, saving time and remaining productive
Security	Kensington Security Slot	

Packaging and Contents



Docking Station

USB Cable from Docking station to Laptop

Power supply with UK and EU adapters

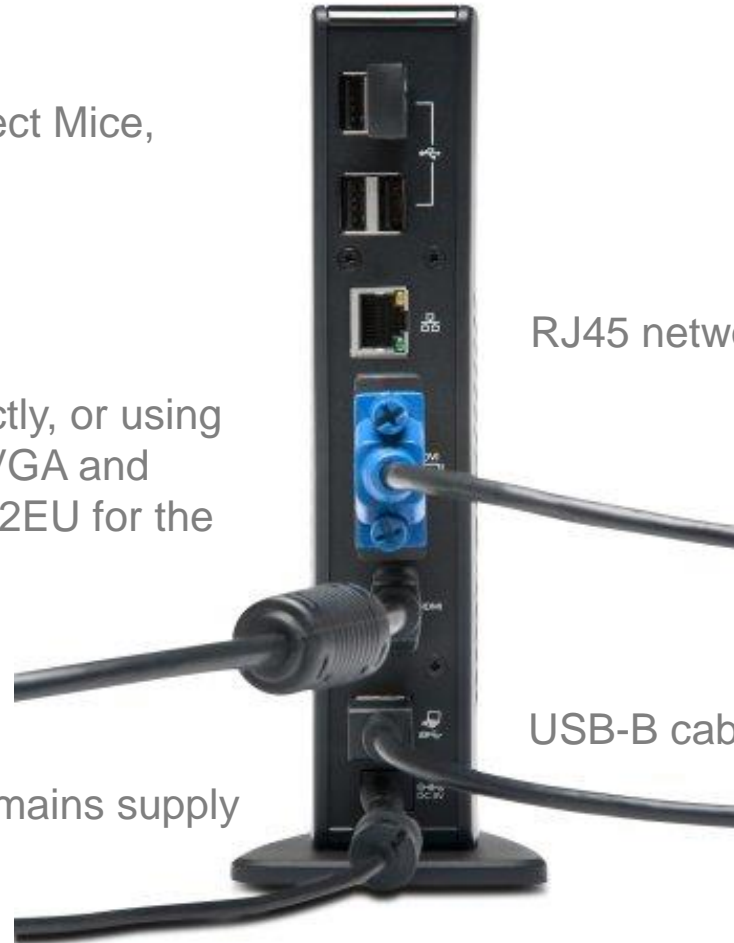
Adapters DVI to VGA & DVI to HDMI

Set Up

Using the rear 4 x USB ports to connect Mice, Keyboards, Printer, peripherals

Monitor displays connect via DVI directly, or using the adapters supplied to connect via VGA and HDMI. Using the HDMI port on K33972EU for the second display

Connect power adapter and plug in to mains supply



RJ45 network cable connect for Ethernet connection

USB-B cable to blue socket and other end to the device



Set Up



Once connected via the USB cable, select to extend the laptop display onto the monitor (located in the laptops Appearance and personalisation, and display settings) and adjust the resolution to get the best display available



SD3500v USB 3.0 Docking Station Corporate Benefits

Kensington®

Easy ROI- User Productivity

Extending Display = User Productivity

50%

Microsoft
showed up to a
50% increase in
productivity





**On my desk I have three screens,
synchronized to form a single desktop...
Once you have that large display area,
you'll never go back, because it has a
direct impact on productivity.**

Bill Gates, Fortune Magazine



Easy ROI- Dock vs. Graphics Card

Why use Multiple Monitors:

	 Adding a GRAPHICS CARD	 Adding a USB GRAPHICS ADAPTER
Cost	£/€65-195 for additional GPU (only suitable for Desktops)	Cost of the USB Adapter
Cost per Install	£/€250-400 2-3 hours per PC	£/€20-25 10 minutes of IT time
Power	Computer +20-70W	Computer +5-10W
Installation	Difficult & expensive	Easy & inexpensive
Function	Not easy to add more monitors (only suitable for Desktops)	Easy to add up to six monitors to laptops and desktops alike

Easy ROI- Expand Connectivity with Surface & Win Tablets



What Do These Devices Lack?



VGA: The 15-pin VGA connector is found on many video cards, computer monitors, and HD TVs.



DVI: The digital interface is used to connect a video source to a display device, such as a computer monitor.



HDMI: Transfers video and audio data from device to a compatible computer monitor, video projector or digital HD TV.



Ethernet: A computer networking technology for local area networks (LANs) with a very good degree of compatibility.



USB: One of the most common connections of computer peripherals to communicate and to supply electric power.

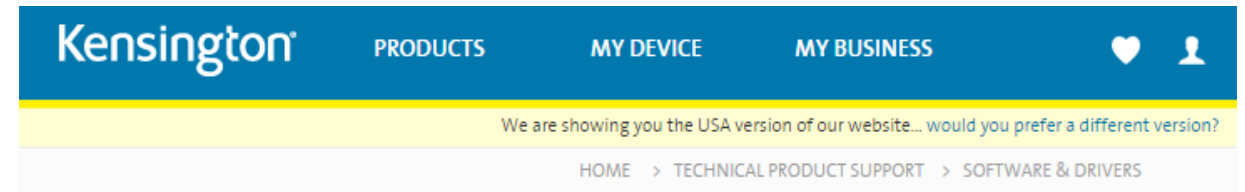
Easy to Deploy- Universal Compatibility

- Maximize IT investment with one universal solution
 - SD3500v will work as new laptops get deployed vs. buying new OEM dock
 - Enable Surface Pro & MacBook docking at a reasonable price
- Enable productive hotel/office environment
 - 1 Universal Dock will allow user to plug in and have easy access to full size monitor(s) & peripherals
- Simplified standards lists



Easy to Deploy- Easy driver installation

- Corporate IT administrator installation option available (.MSI file)
- For individual installations (must have administrator rights on the computer)
 - Download driver from software.kensington.com
 - Or connect the PC to the Kensington dock, which will trigger the driver download automatically from Windows Updates (Win 7 and up)

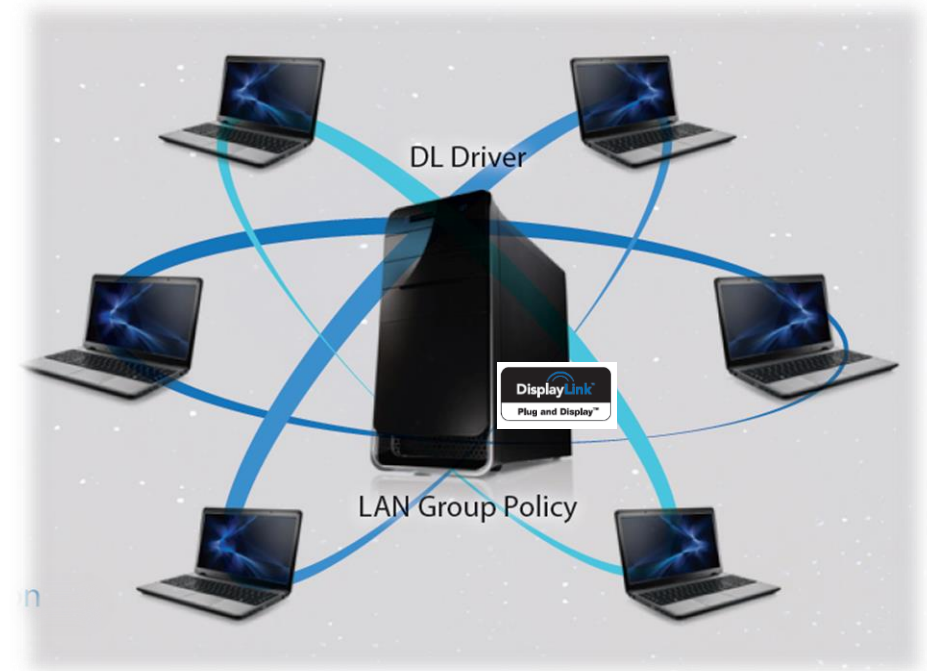


Software & Drivers

Easy to Deploy- Driver deployment available

- IT Managers can install the DisplayLink Graphics driver and future updates via your Microsoft server:
 - Quick & Easy deployment of DisplayLink drivers, to all computers via Group Policy
 - Employees automatically receive the drivers and its updates during their PC boot time, without their awareness
- Ideal for deployment when:
 - Employees have restricted PC usage
 - Employees PCs do not have CD drive
 - Employees may have internet access disabled

Visit www.displaylink.com/corporateinstall for more information



Summary



- 3.0 USB Universal Docking Stations
 - Hot Desk solution for multiple PC's
 - Longer investment in IT hardware
 - Expanding peripheral devices for smaller laptops
 - Offering Ethernet connectivity to Chromebooks
 - Increase productivity

Thank you

Kensington®