

Invent or Perfect By Victor Pak

If you didn't hear that Steve Jobs passed away on October 5, 2011, you most likely have no communication with the outside world. In the days following Jobs' death, every single blog, email news subscription and tweet that I read all commented on his passing. Like many others, I followed Jobs' work and marveled at all the products Apple developed and released to the market with great success. What intrigues me about Apple is that they were not the first to invent a product category – they just did it better than anyone else.

I found it very interesting that the death of Robert W. Galvin, which occurred a mere six days after that of Steve Jobs', was wholly unrecognized by the press. Unlike Jobs' passing, Galvin's did not make the front page of the paper, nor did it incite statements from celebrities or the President. There was no massive press release or even a cause of death, but instead, a statement on the back page of the Washington Post indicating that Galvin had passed away quietly at the age of 89 in his Chicago home.

Who was Robert Galvin? He was the Chairman and Chief Executive of Motorola who guided his family's business from sales of \$250 million to \$10.8 billion when he retired in 1990. More importantly, his company, Motorola, was the first to transform cell-based phones (or as we know them today, cell phones) into wireless communication products that were small enough to use anywhere.

Isn't it ironic that the man who created the portable cell phone and made it into reality died in the same month as the man who perfected it? Yet, Jobs' death was broadcasted by every media outlet, while Galvin's was restricted to the back pages of a few newspapers. This led me to ask the question: is it better to invent or perfect? As I've said Robert Galvin was the initial creator of our beloved portable phones, but he got very little publicity or acknowledgement in comparison to Steve Jobs.

The society we live in calls for constant upgrades and changes. It's never enough to just invent, but it is necessary to continue perfecting. This industry and technology is constantly evolving, and the only way to make it out on top is to perfect what was already invented! Our mission is to take the technology and products our dealers require and perfect them and create the standard for others to follow.

Speaking of trying to “perfect,” I’m really excited about the two products we will be releasing in the coming months in which we have streamlined several features based on dealer feedback. The first is the K63, which is our Preconfigured VLAN Router Kit. This product is similar to the k62, our preconfigured gigabit VLAN router, however it is quite unique because it comes with the S24P8, a 24-Port Combination Switch that has 16 Gigabit ports and 8 PoE Gigabit ports. The S24P8 is the only switch on the market today that has 16 Standard Gigabit ports and 8 Gigabit PoE ports all in a 1U rack mount form factor. This one switch can power an entire house with its 16 Gigabit Ethernet ports and can power up to eight Wireless Access Points and/or PoE-Enabled Touch Panels.

The other new product is our PI-05 which we are improving on the PI-04. This is our first foray into the world of high-powered PoE or IEEE 802.3at. What’s funny about all the Wireless Access Point advertisements I see is that they are touting speeds of 600Mbps or even 900Mbps on their WAP’s. Personally, I have issues with some of these advertisements because they are very misleading. 99.999% of our population, including some of these manufacturers, wouldn’t even know how to achieve these speeds in reality.

First of all, these speeds are theoretical. In a real world environment with perfect conditions, you can only achieve about half of those speed values. Moreover, you would need the right client device to achieve such speeds. For example, to achieve 600Mbps theoretical (300 Mbps actual), you would need a client that can transmit two simultaneous data streams on both the 2.4Ghz and 5.0Ghz bands. Very few laptops with the right software can actually achieve these speeds. Furthermore, the Wireless Access Point must be able to transmit on all six radios simultaneously. To power six radios at the same time and over PoE, you’ll need a PoE injector or a switch that supports IEEE 802.3at, hence the PI-05.

With all that said, the news in the last few months begs an interesting discussion. Both Jobs and Galvin were pioneers in the tech world but for two very different reasons. Perfection cannot be achieved without invention. However, it seems that perfection may be able to bring technology center stage in the eyes of the consumer. The debate between invention and perfection will probably never have a definitive answer however it seems neither concept can exist without the other. Although Pakedge didn’t invent networking technology or even introduce the concept to the custom installation market, I would like to think we are perfecting networking technology to meet the demands of our dealers and end users by delivering more specialized and functional systems.