



AVANU Launches “Discover the Difference” Trade Up Program for Select WebMux Traffic Management Appliances

WebMux A500X, A500XD, and A600X Delivers Network Layers 4-7 Load Balancing Reliability for Data Centers

San Jose, CA - November 12, 2013 - AVANU®, manufacturer of traffic management appliances launches a “Discover the Difference” trade up program for their WebMux™ A500X, A500XD, and A600X models that deliver affordable high-performing 64-bit data center-grade Layer 4-7 local network load balancing with up to 20 Gbps throughput (10GbE) and 16-core CPU processing power. Other common names for traffic management products include load balancers (LB), hardware load balancers (HLB), network load balancers (NLB), local traffic managers (LTM), and application delivery controllers (ADC). WebMux comes with a full year product warranty, software firmware updates, and product technical support.

WebMux is a network traffic appliance that is easily configured and added to a local network as a plug-and-run appliance. With an easy GUI setup design, trouble-free high performance, low maintenance, and ongoing new feature additions and enhancements, WebMux meets the demanding load balancer needs for an extensive TCP-based range of applications and services.

The A500X, A500XD, and A600X models come with dedicated management ports. This allows system administrators to control the load balancing features on a physically separate management LAN. With the Intelligent Platform Management Interface (IPMI), the WebMux hardware elements can be monitored and controlled. These separate ports offer both out-of-band management access and in-band options. With these options, systems administrators have the ability to remotely control WebMux load balancing setup and operation as well as to power the system on and off (including soft and hard resets), monitor temperature, and even access a remote console.

The load balancing flexibility of WebMux supports a wide variety of applications and services including diverse unified communications (UC) products such as Microsoft's Lync® Server where WebMux can perform the reverse proxy role previously provided by the Forefront® TMG application and Exchange® Server as well as application services from the likes of Oracle®, IBM®, and HP®. WebMux supports Internet services including Instant Messaging (IM), team collaboration, audio/web/video conferencing, mobility, VoIP, as well as basic Web sites, with both load sharing across multiple back end servers as well as high-availability capabilities. WebMux provides security features including its Flood Control™ and IPv6 to IPv4 translations (support IPv6 client requests to IPv4 servers) on top of an array of load balancing features.

"Our Discover the Difference trade up program is to give customers the opportunity to upgrade to a high performing 64-bit architecture for load balancing and managing their Layers 4-7 local network traffic and save on upfront costs while benefiting the low total cost of ownership in the long run," says Pamela Sun, President of AVANU.

AVANU's “Discover the Difference” trade up program is available in the United States for WebMux models A500X, A500XD, and A600X through our reseller partners for a limited time. For additional information or how to become a reseller partner, contact sales@avanu.com or call 1.888.248.4900 (US Toll Free), 1.408.248.8960.

About AVANU®

Established in 1997 and based in Silicon Valley, California, with a satellite office in the Washington DC area, AVANU is a privately held network infrastructure product developer with manufacturing and production in the United States. AVANU's focus is on products for IT infrastructures and data center environments, including its powerful WebMux traffic management appliance acquired from CAI Networks in 2012. AVANU is a certified participant in the U.S. SBA's 8(a)/SDB development program and WOSB Certified.

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