



Media Release

D-Link Leads Industry In Adopting Australian Minimum Energy Performance Standards (MEPS)

Leads Industry Competitors In Manufacture Of Energy Efficient External Power Supply Units That Conform To Forthcoming Australian Government Standards

SYDNEY, Aust., August 5, 2008 – D-Link, the end-to-end networking solutions provider for business and consumers, today announced that products sold with external power supplies in Australia and New Zealand conform to the forthcoming Australian government backed Minimum Energy Performance Standards (MEPS) for the manufacture and supply of energy efficient external power supply units.

The new MEPS standard means that most external power supplies manufactured or imported for sale in Australia or New Zealand with a nameplate output power rating up to 250 watts will be required to meet minimum energy performance requirements. For Australia the standard is scheduled to be introduced on 1 December 2008, while in New Zealand the start date is scheduled to be 1 April 2009.

“D-Link is very proud of its commitments to ensuring a greener, cleaner environment by offering these standards that aim to produce more cost efficient, less power consuming products,” said Maurice Famularo, D-Link Marketing Director, Australia & New Zealand.

“In the case of the Australian Minimum Energy Performance Standards, which are due to be introduced later this year, D-Link has been manufacturing compliant external power supply units for some years,” added Famularo.

The efficiency and stand-by energy losses of external power supplies is a major factor in the overall energy consumption of many products in the office equipment and home entertainment categories. Initiatives such the Australian MEPS standard will improve the performance of external power supply units and is an important component of greenhouse gas reduction strategies in Australia and New Zealand.

D-Link has already announced a number of products which go beyond the MEPS standard as part of its commitment to reducing power consumption and carbon emissions. In October 2007 D-Link introduced the first more environmentally friendly gigabit switches which reduce power consumption without sacrificing operational performance or functionality.

MEPS-compliant external power supplies are just one energy-saving component of these Green Ethernet™ products. Other key technologies employed include:

Power conservation when links are idle

Even when a computer is shut down, switches often remain on and continue to consume considerable amount of power. Switches using D-link's Green Ethernet technology can detect when a computer is turned off, and then respond accordingly by changing into power standby mode, thus reducing power usage for that port.

Optimised power usage on dynamic detection of cable length

Switches normally send full power to cables regardless of the actual length. Switches using D-link's Green Ethernet technology can analyse the cable's length and adjust the power accordingly. Since the cable length used by home and small office users is mostly less than 20m, power consumption can be significantly reduced.

More recently, D-Link announced the expansion of its Green Ethernet product line by adding eco-friendly features to its popular Web Smart™ series of business grade multi-port network switches to decrease energy costs and carbon emissions by reducing power consumption without sacrificing operational performance and functionality.

The local MEPS initiative corresponds with similar initiatives by D-Link in other parts of the world. In the U.S., as part of its ongoing program to manufacture environment friendly products, D-Link has become a partner with ENERGY STAR, a joint program of the U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DoE) to promote energy conservation and management best practices.

"We will continue to seek new avenues that help protect the environment and help our customers save money in the process," Famularo added.

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About D-Link

D-Link is the global leader in connectivity for small, medium and large enterprise business networking. The company continues to strive for excellence as an award winning designer, developer, and manufacturer of networking, broadband, digital electronics, voice and data communications solutions for the digital home, Small Office/Home Office (SOHO), Small to Medium Business (SMB), and Workgroup to Enterprise environments. With millions of networking and connectivity products manufactured and shipped, D-Link is a dominant market participant and price/performance leader in the networking and communications market. D-Link Australia and New Zealand headquarters are located at Building A, Level 3, 11 Talavera Road, North Ryde, NSW, 2113, Sydney Australia. Phone (02) 8899 1800; FAX (02) 8899 1868; Internet www.dlink.com.au; email marketing@dlink.com.au.

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