



PRESS ANNOUNCEMENT

D-link placed in the niche players quadrant in Magic Quadrant for the Wired and Wireless LAN Access Infrastructure

Sydney, Australia, 19 July, 2012 — D-Link, the end-to-end networking solutions provider, has been positioned in the Niche Players quadrant for the category of Wired and Wireless LAN Access Infrastructure, according to the latest report¹ by Gartner, Inc.

In recent years, D-Link has been engaged in a process of transformation from a networking equipment vendor to an end-to-end solutions provider. This transformation came to fruition with the establishment of D-Link's One-Stop framework for business, a comprehensive solution that provides all of the critical elements of a networking and IP surveillance infrastructure.

"We believe the latest magic quadrant evaluation from Gartner affirms our standing as a niche player within the networking industry," said Domenic Torre, D-Link ANZ Managing Director. "We are always striving to enhance our offerings to SMBs and our One-Stop solution is the culmination of these efforts." Torre continued, "As a niche player, we are able to cater to the unique needs of SMBs that have limited IT resources, yet still need a robust and manageable network. Our One-Stop solution includes all of the components needed to establish a fast and reliable network infrastructure capable of handling data and IP Surveillance.

In a separate market share report² by Gartner, D-Link also obtained the lead position in worldwide Wireless LAN stand-alone access point unit shipments for enterprises in Q1 of 2012. "D-Link has not only solidified a strong lead in the shipment of WLAN stand-alone access points, but has also continued to demonstrate continued growth and leadership in the business solution market year over year," said Torre.

As an established vendor of Wired and Wireless LAN solutions, D-Link's market position is a reflection of the company's priority to provide end-to-end solutions tailored to the needs of its customers.

¹ Source: Gartner, Inc., "Magic Quadrant for the Wired and Wireless LAN Access Infrastructure", by Tim Zimmerman, Mark Fabbri, 13 June 2012

² Source: Gartner, Inc., "Market Share: Enterprise WLAN Equipment, Worldwide, 1Q12", by Christian Canales, 6 June 2012

About D-Link

D-Link is the global leader in connectivity for home, small business, mid- to large-sized enterprise environments, and service providers. An award-winning designer, developer, and manufacturer, D-Link implements and supports unified network solutions that integrate capabilities in switching, wireless, broadband, storage, IP Surveillance, and cloud-based network management. For more information visit www.dlink.com, or connect with D-Link on [Facebook](#) and [Twitter](#).

About the Magic Quadrant

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