D-Link Expands Green Technology Initiative With Next-Generation Power-Saving Switches

Multi-Port Switches Now Provide up to 73% Reduced Power Consumption Without Sacrificing Operational Performance

SYDNEY, Aust. – February 17, 2009 – D-Link's best Green switches just got greener. The end-to-end networking solutions provider for consumer and business, and the first company to introduce green technology to computer networking, today expanded its leadership role in the development of energy-saving products and initiatives. It is introducing the second-generation D-Link® 5-Port Gigabit Desktop Switch (DGS-1005D) which provides up to 73% reduced power consumption* without sacrificing network performance.

Shipping now, the DGS-1005D is one of four environmentally friendly small office/home office (SOHO) unmanaged gigabit switches that will ship this year with newly enhanced power-savings. The next-generation D-Link 8-Port Gigabit Desktop Switch (DGS-1008D), 16-port (DGS-1016D) and 24-port (DGS-1024D) unmanaged gigabit switches will also receive enhanced power-savings later this year.

The second-generation releases of the D-Link DGS-1000D series multi-port desktop switches are part of an award-winning company-wide D-Link Green™ technology computing initiative that includes manufacturing environmentally-responsible products, eco-friendly packaging, optimising devices for ENERGY STAR certification, and providing consumer education and recycling programs.

"Our goal is to maintain industry leadership as a pioneer of Green networking technology by building in even more energy-saving features into our products without sacrificing performance," said Maurice Famularo, Marketing Director, D-Link Australia and New Zealand. "We plan to continue the momentum of success we've realised with our first generation Green products as we seek new avenues that protect the environment and help our customers save money in the process."

The DGS-1005D Green desktop switch
When connected and powered down, the DGS-1005D D-Link Green switch can save up to 73 percent when compared with non-Green D-Link conventional switches.

The same device, when used for 10 hours and then powered down for 14 hours over a 24-hour period, when connected via Ethernet cables, represents a 66 percent energy reduction.**

About D-Link Green Technology
D-Link's Green technology conserves energy by recognising when a port is active or inactive then adjusts its power accordingly, benefiting Home/SOHO users who may not need perpetual use of their computers or the use of all the ports on their switches. It is also capable of altering power usage in relation to the length of its cable, conserving energy use for both the user and the environment without any loss of performance.

D-Link Expands Green Technology Initiative

- **Power conserved when links are idle**
  Even when a computer is shut down, switches often remain on and continue to consume considerable amounts of power. Through D-Link Green technology, the new switches can detect when a computer is turned off and will respond accordingly by powering down into standby mode and reducing power used for that port.

- **Optimised power usage based on dynamic detection of cable length**
  Normally, switches send full power to cables regardless of the actual length. Through D-Link's Green technology, the switches are able to analyze the cable's length and adjust the power accordingly. Since the cable length used by Home/SOHO users is mostly less than 20m, power consumption can be significantly reduced.

The incorporation of D-Link Green Technology into these DGS-1000D series switches re-emphasises D-Link's strong commitment to protecting the environment, leading the development of eco-friendly products that comply with RoHS (Restriction of Hazardous Substances) and WEEE (Waste Electrical and Electronic Equipment) directives. The RoHS directive restricts the use of specific hazardous materials during the manufacture of electrical and electronic goods while WEEE applies standards for proper disposal and recycling of products.

D-Link's commitment to making its products more energy efficient is being appreciated by leading industry-watchers, such as PC Magazine and Laptop Magazine, which recently named the D-Link Green initiative the most innovative of 2008. D-Link has also been named a finalist in the 2009 Consumer Electronics Association's (CEA®) annual Mark of Excellence Awards competition for its D-Link Green technology policies.

Pricing and Availability
Power saving equals cost saving with the new second generation D-Link with RRP prices set at $99.95 for the DGS-1005D and $149.95 for the DGS-1008D.   RRP pricing of the DGS-1016D and DGS-1024D are $459.95 and $639.95 respectively. Above prices are in Australia Dollars and inclusive of GST. For New Zealand Prices please contact our D-Link New Zealand sales office. All D-Link switches are, or will be, available through D-Link's vast network of value-added resellers, solution providers and distributors.

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.

D-Link, D-Link Green, Web Smart and the D-Link logo are trademarks or registered trademarks of D-Link Corporation or its subsidiaries in the United States and other countries. All other third party marks mentioned herein may be trademarks of their respective owners. Copyright © 2009. D-Link Corporation/D-Link Systems, Inc.   All Rights Reserved.

*Maximum power savings when compared to a D-Link conventional switch, when connected devices are powered down and connected via 20m Ethernet cables.

**Maximum power savings when compared to a D-Link conventional switch, when connected devices are used 10 hours and powered down 14 hours over a 24-hour period and connected via 20m Ethernet cables.

D-Link Expands Green Technology Initiative

###

For further information please contact:
David Sanday
Bowes Communications
+61 (0) 2 9387 2333
david.sanday@bowespr.com

D-Link Expands Green Technology Initiative