

D-Link First To Market Internet Hot Spot Billing With New Point Of Sale Ticket Printer

Sydney & Auckland, February 10, 2004 - D-Link, a global leader in the design, development, and manufacturing of networking, broadband, wireless, and communications technologies for the SOHO, SMB and enterprise markets, today announced the D-Link AirSpot Ticket Printer that extends the AirSpot line to provide an end-to-end solution for hot spot vendors. It allows Internet hot spot vendors to print record receipts at the point of purchase that include password and time allotment and that can optionally tie hot spot billing directly to the cash register. The printed ticket record of allotted Internet time is simply included in the transaction and handed to the customer with hot spot username and password log-in information.

"The Ticket Printer combined with the AirSpot Gateway gives businesses everything they need to instantly become an Internet hot spot," said Maurice Famularo, D-Link Australia & New Zealand Marketing Director. "With a D-Link AirSpot solution, businesses such as coffee shops can bill at one time for a muffin, a cup of coffee and a half hour or so of Internet time."

Analysts predict that the number of Internet hot spot users will reach 25 million worldwide by 2007, but state that there currently are not enough hot spot locations to meet users' needs². The D-Link AirSpot Ticket Printer, in combination with the D-Link AirSpot Gateway is designed to allow businesses such as coffee shops, bookstores and hotels to create a public hot spot right out of the box to easily cater to growing customer demand for on-site high-speed broadband Internet access.

Connecting to the D-Link AirSpot Gateway's (DSA-3100) serial port, the ticket printer pulls user names, passwords and access time directly from the gateway, eliminating the need to train employees on specialized computer equipment or intricate billing programs. With its launch button located on the printer, the D-Link AirSpot Printer (DSA-3100P) can be placed up to 15 metres from the Gateway with the use of a standard RS-323 serial cable, allowing the printer to be conveniently deployed wherever it is needed. The printer can be programmed, via the D-Link AirSpot Gateway, to assign users with discreet access times from five minutes to a week. The printer prints on standard-sized thermal paper so no costly ink cartridges are required.

The D-Link AirSpot Gateway provides robust management features and audit trails such as the ability to authenticate and authorize who can log on to the public LAN, how much bandwidth is consumed and where users can surf the web. From the gateways web-based "command centre", the administrator can custom-design welcome pages and can manage web access and session times. The D-Link Gateway can manage up to 250 user accounts in its database and it supports POP3, RADIUS, and LDAP external authentication for larger-scale hot spot implementation.

The AirSpot Gateway's IP Plug-n-Play (IP PnP) capability automatically configures each customer's laptop or PDA to access the wired or wireless network and directs their web browser to the coffee shop's customized web page for login. The customer logs in using the username and password located on the ticket printed from the AirSpot Ticket Printer. While the customer surfs the web, the storeowner can track time from the gateway's web-based "command centre" and monitor the sites being visited, with the option to block unwanted sites through the D-Link AirSpot Gateway's URL blocking capability. Bandwidth allocation can be limited per user to ensure quality service for all users. Meanwhile, the storeowner can use the same Internet connection to work behind the AirSpot Gateway's firewall, ensuring that coffee shop customers will not have access to confidential business information.

Description	AUSTRALIA	NEW ZEALAND
	RRP Pricing in AU\$ inc GST	RRP Pricing in NZ\$ inc GST
DSA-3100	AU \$1,480	NZ \$1,670
DSA-3100P	AU \$399	NZ \$POA
Availability	Now	Now

About D-Link

True Networking Pioneer and Hardware Manufacturer Since 1986.

D-Link is a worldwide leader and award-winning designer, developer, and true manufacturer of networking, broadband, digital electronics, and 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 global manufacturing International Standards Organization ISO 9001, 9002, ISO 14001 Certifications and numerous National Technical Excellence awards earned for R&D and manufacturing, D-Link delivers product excellence, quality, reliability, compatibility, high-performance within standards, and easy installation software, educational materials, and manuals.

The company has increased its world-class production capacity to more than a million square feet of manufacturing facilities in six state-of-the-art factories in four countries -- Taiwan, China, India, and the United States. With millions of Ethernet adapters and millions of hub and switch ports manufactured and shipped, D-Link is a dominant market participant and price/performance leader in the network and communications market. D-Link has been profitable every year since its inception in 1986, and continues to grow at a rate that will allow the Company to experience continued prosperity, D-Link sets the standards for market affordability, while focusing on "Building Networks for People."

D-Link Australia, headquarters is located at 1 Giffnock Avenue, North Ryde, NSW 2113; (ph) +61 2 8899 1800, (fax) +61 2 8899 1868; Members of the media can contact Maurice Famularo, Marketing Manager Australia & New Zealand by phone at +61 2 8899 1861 (direct line) or e-mail at maurice@dlink.com.au

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