

D-Link Introduces Wi-Fi Digital Photo Frame; Brings Wireless Internet Enabled Content to the Digital Home

*Easily Display and Share Family and Holiday Photos from Web Photo Sharing Sites;
Get Updated News, Weather, Sports and RSS Feeds*

SYDNEY, Aust. – February 23, 2009 – D-Link Australia & New Zealand, the end-to-end networking solutions provider for business and consumers, today announced a Wi-Fi Digital Photo Frame that lets users quickly and effortlessly display and share photos, as well as popular internet content, using a convenient website or with a drag and drop widget.

The D-Link® 25cm Wireless Internet Photo Frame (DSM-210) combines the benefits of a digital photo frame with the convenience of the Internet, letting users easily manage digital photos stored on their computer or photo sharing website such as Flickr®, Picasa® and Facebook®. The D-Link frame also enables direct streaming of Internet content such as news, weather, sports, trivia and Really Simple Syndication (RSS) feeds without the need to connect with a PC.

"Bringing this easy-to-use Wi-Fi and Internet-enabled photo frame to market is an important extension of our digital home strategy where the home network serves as a powerful platform to connect together a variety of devices beyond just PCs," said Maurice Famularo, Marketing Director for D-Link Australia and New Zealand. "The D-Link Wireless Photo Frame is an ideal solution for customers wanting to view not only the hundreds of photos stored on their PCs but those they've uploaded for others to share over the Internet.

"It was also important that we provide our customers the added benefit of using the frame to access content that interests them such as the latest news, weather and sports scores without the need to turn on the PC," added Famularo.

The D-Link Wireless Photo Frame is a D-Link Green™ product with power saving motion detection so it can automatically turn on when someone enters the room or off if the room is vacant.

D-Link has partnered with FrameChannel™ to provide easy access to a library of interesting content to include in their photo frame. Users can combine their personal photos with over 400 channels of dynamic content in the FrameChannel library. Creating an account at www.internetphotoframe.com allows anyone to personalise the wireless picture frame experience. A user can also remotely manage a frame over the Internet using the same Web portal. This makes it the perfect gift for a novice computer user, letting the giver of the frame remotely manage the photos and content displayed.

With a built-in Wi-Fi adapter, the D-Link Wireless Photo Frame also gives users the choice to drag and drop digital photos into the frame via a "widget" located on the computer desktop, which then automatically displays the photos as a slide show on the photo frame.

"Because photos can be updated from the Internet, customers can give this frame as a gift to grandparents and add the latest photos of their grandchildren," Famularo added.

Wireless setup is made easy using the built-in WPS (Wi-Fi Protected Setup™). In order to connect to the Internet, the user simply pushes the WPS button on the frame and then on the compatible home router.

The D-Link DSM-210 Wireless Photo Frame can also accommodate most standard flash memory formats such as USB thumb drive, SD, MMC and Memory Stick. Photos may also be accessed from a local UPnP® AV server such as a Network Attached Storage (NAS) device like the D-Link DNS-323. Additionally, pictures can be saved to the 1GB of internal memory.

The DSM-210 can be displayed the same as any standard photo frame. It can be wall mounted to hang in the living room or proudly displayed next to other photo frames via a rear easel stand. D-Link also has custom skins available, via a partnership with Skinit™, to allow customers to personalise the outer portion frame to whatever colour or pattern they choose.

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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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