



Media Release

D-Link Ships Affordable 1-Bay SATA Network Storage Enclosure for Consumers and Small Businesses To Share and Store Digital Media

D-Link DNS-313 Offers Fast, Secure and Low-Cost Access to Media Files Locally and Over the Internet; Creates Central Network Storage for Backing Up Valuable Data

SYDNEY, Aust., February 20, 2008 – D-Link, the end-to-end networking solutions provider for business and consumers, today introduced an affordable 1-Bay SATA Network Storage Enclosure designed to enhance multimedia file sharing, secure important data, and stream content to music, photo and video players, while offering robust backup and recovery features for consumers and small businesses.

The introduction of the new D-Link 1-Bay SATA Network Storage Enclosure (DNS-313) follows last year's successful launch of the 2-bay DNS-323, the first of product of its kind on the market to incorporate a full complement of next-generation technology.

The DNS-313 includes a fast Gigabit Ethernet connection, support for one internal 3.5-inch SATA hard drive with up to 1000GB of storage and a built-in FTP server for accessing files through the Internet. The DNS-313 also features an iTunes® Server and built-in UPnP™ audio visual (UPnP AV) media server for streaming digital content to compatible media players such as the D-Link MediaLounge family of products.

"D-Link's Network Storage Enclosures represent the next generation of storage performance and protection, offering an extremely powerful and flexible solution for storing and sharing digital media across the home or office network or across the Internet," said Maurice Famularo, Marketing Director, D-Link Australia & New Zealand.

"D-Link's network storage solutions address the growing market need to store an ever-increasing amount of data in the home or business, while offering built-in protection to keep valuable data, photos, videos and other important files intact," said Famularo. "D-Link's introduction of the 1-bay DNS-313 makes these powerful and flexible storage features more affordable than ever before."

When used with an internal SATA drive, the DNS-313 enables the user to share documents, files, and digital media such as music, photos and video with everyone on the home or office network. Data transfers to and from the device are secured by assigning rights to specific users or groups. When configuring the DNS-313, the user has the ability to create users and groups and assign them to folders with either read or read/write permissions. These features are ideal for a small office environment with employee-specific sensitive data or for the home to ensure children cannot accidentally delete other family members' data.

"Many tech savvy home network users and small businesses demand storage capacity flexibility in the products they buy. Storage enclosures offer that option," said Famularo. "As mobility increases, a user's desire to access their content while away from their home or business also increases, making remote access important as well. This enclosure addresses these and many other needs in the network storage market at a very affordable price point."

Key Features and Benefits

Stream Digital Media and iTunes® Content – Users can back up music, photo and video collections to the DNS-323 for safekeeping, then use the built-in UPnP AV media server to stream digital content to compatible media players (such as those found in D-Link's MediaLounge product line.) This feature is highly convenient because it can perform this function while the computer is turned off.

The DNS-313 also features an iTunes® Server. When enabled, the DNS-313 will be automatically detected in the iTunes program, which means the software will be able to find and play music directly from the DNS-313.

Convenience and Flexibility – No tools or cables are required to install the hard drive, simplifying the setup process significantly. The DNS-313 also accepts a USB connection to serve as Direct Attached Storage (DAS) for any computer. Gigabit Ethernet connectivity to the network is included to maximise performance when used with a Gigabit switch or Wireless N router.

Robust Software – The included CD contains D-Link's Easy Search Utility, allowing users to easily locate the DNS-313 anywhere on the network. Once located, this utility can be used to map the hard drive so it will appear in My Computer on the PC. Backup software is also included on the CD to facilitate back up of valuable files from a computer to the DNS-313 manually, by a schedule, or in real-time. Real-time backups provide a method of safeguarding against unfortunate accidents that may result in the loss of precious files.

Price and Availability

The DNS-313 is now available now with a recommended retail price of AU\$199 RRP inc. GST and NZ\$249 RRP inc. GST.

More information can be obtained at D-Link websites, www.dlink.com.au and www.dlink.co.nz.

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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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