



### **D-LINK INTRODUCES THIRD GENERATION OF AFFORDABLE, EASY-TO-USE SMART SWITCHES FOR SMB**

*"Smart III" Switches DES/DGS-1210 Series Offer Web-Based Management, Advanced Security and Comprehensive Voice over IP Support*

**SYDNEY, Aust. – January 11, 2011** – D-Link Australia & New Zealand, the end-to-end networking solutions provider for business and consumers, today announced the new 1210 Series of Web Smart™ switches designed for small and medium business (SMBs) and enterprises seeking to upgrade from unmanaged switches. D-Link's third generation "Smart III" switches feature advanced security and Voice over IP functionality with an easy-to-use interface supporting a variety of management options.

"D-Link's 1210 Series switches provide many of the features typically found in managed switches without adding complexity or cost," said Maurice Famularo, Marketing Director, D-Link Australia & New Zealand. "Broad management options, advanced security features and VLAN support are just a few of the features that make Web Smart Switches an excellent choice for small and medium businesses interested in managing their network effectively and inexpensively."

For more flexibility, the 1210 Series comprises three DES-1210 Smart III Fast Ethernet models and four DGS-1210 Smart III Gigabit Ethernet models. The DES-1210-28 and DES-1210-52 come with 24 or 48 10/100Mbps ports plus two 10/100/1000BASE-T ports and two combo 10/100/1000BASE-T/SFP ports, with the DES-1210-28P adding Power over Ethernet (PoE). The DGS-1210-16, DGS-1210-24 and DGS-1210-48 have 16, 24 or 48 10/100/1000Mbps ports, including four combo 10/100/1000BASE-T/SFP ports, while the DGS-1210-10P also supports PoE.

With a user-friendly design, all the 1210 Series Smart III switches are fanless or have auto-speed fans, helping to reduce power consumption, and making them ideal for offices that require silent switch operation. The four DGS-1210 models also support D-Link Green Technology, allowing for further power saving without sacrificing operational performance or functionality. The PoE models are also programmable so power can be shut on any port at specified times, saving additional energy.

D-Link's third generation of Web Smart Switches provides simple and easy setup and network management using the intuitive SmartConsole utility or a web-based

management interface. SmartConsole allows customers to discover multiple D-Link Web Smart Switches within the same Layer 2 network segment and provides an easy way to establish the initial settings of the Smart Switches without changing the IP addresses of connected PCs.

To protect enterprises against web-based risks, the 1210 Series supports Access Control List (ACL) filtering to permit or deny traffic based on MAC and/or IP addresses. The Smart III switches provide a complete step-by-step configuration of even the most complex (ACL) settings in a straightforward and simple format. In addition, they feature 802.1x port-based security to keep unauthorised users off the network.

For organisations looking to implement a Voice over IP (VoIP) solution, the Smart III switches offer features which guarantee VoIP bandwidth and Auto Voice VLAN to deliver enhanced voice quality. Furthermore, they offer Differentiated Services Code Point (DSCP) based on Quality of Service (QoS) to classify voice, data and multicast into different levels to prioritise network traffic and IGMP Snooping to optimise the performance of multicast streaming between servers and clients.

To ensure reliability, the switches offer Loopback Detection (LBD) to enable the shutdown of looped ports and prevent packet storms from overwhelming the entire network. They also include cable diagnostics to troubleshoot basic connectivity problems and further simplify network installation.

The 1210 Series Web-based interface also includes friendly tips, offering configuration examples and feature descriptions on each page. Easy to setup, the switch interface offers additional help with links to a support website and User Guides.

### **Price and Availability**

The D-Link 1210 Series of Web Smart switches will be available mid January 2011. Recommended retail prices are:

DES-1210-28:	AU\$340 inc. GST and NZ\$477 inc. GST
DES-1210-28P:	AU\$785 inc. GST and NZ\$1104 inc. GST
DES-1210-52:	AU\$685 inc. GST and NZ\$970 inc. GST
DGS-1210-10P:	AU\$560 inc. GST and NZ\$787 inc. GST
DGS-1210-16:	AU\$380 inc. GST and NZ\$533 inc. GST
DGS-1210-24:	AU\$475 inc. GST and NZ\$667 inc. GST
DGS-1210-48:	AU\$960 inc. GST and NZ\$1357 inc. GST

For more information, see D-Link's websites at [www.dlink.com.au](http://www.dlink.com.au) and [www.dlink.co.nz](http://www.dlink.co.nz).

**END OF ANNOUNCEMENT**

### **About D-Link**

D-Link is the global leader in connectivity for small, medium and large enterprise business networking. The company is an award-winning designer, developer and manufacturer of networking, broadband, digital electronics, voice, data and video

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.

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