

D-Link Expands Industry's First Range of Green Ethernet Gigabit Switches

Environmental-friendly Gigabit Switches Reduce Carbon Emissions and Energy Costs for the Same Purchase Price as non-Green Ethernet Technology

SYDNEY, Aust., March 3, 2008 – D-Link, the end-to-end networking solutions provider for business and consumers, today announced the expansion of the company's range of Green Ethernet technology with the introduction of new environmental-friendly 16 and 24-port Gigabit switches that decrease carbon emissions and energy costs by reducing power consumption without sacrificing operation performance and functionality.

The new energy-efficient DGS-1016D 16-port and DGS-1024D 24-port high performance desktop or rack mountable switches bring the benefits of D-Link's Green Ethernet technology line to small and medium sized organisations.

"We encourage organisations to do the right thing by considering their carbon footprint when purchasing new networking products," said Maurice Famularo, Marketing Director, D-Link Australia & New Zealand. "With our Green Ethernet technology, small to medium sized organisations can reduce their carbon emissions and energy costs by purchasing green Gigabit switches that cost no more than comparable non-green technology."

D-Link's Green Ethernet technology conserves energy by recognising when a port is active or inactive to adjust its power accordingly, cutting energy consumption for organisations that do not need perpetual use of their computers or all the ports on their switches. It is also capable of altering the power usage relative to the length of its cable, and conserving the use of energy for both the user and the environment without suffering any loss of performance.

For a traditional switch, power consumption remains constant even when the ports are not in use. In a standard workday scenario where PCs are used for 10 hours a day and powered off 14 hours a day, and connected to the switch using 20 metre cables, D-Link's Green Ethernet can save up to 25%* power used for each system.

D-Link's Green Ethernet technology

D-link's Green Ethernet technology can detect a link's status and cable length, and adjust power usage accordingly. By reducing power consumption, less heat is produced, resulting in extended product life and lower operating costs.

Power conservation when links are idle

Even when a computer is shut down, switches often remain on and continue to consume considerable amount of power. Using D-link's Green Ethernet technology, the new switches can detect when a computer is turned off, and then respond accordingly by changing into power standby mode, thus reducing power usage for that port.

Optimised power usage on dynamic detection of cable length

Switches normally send full power to cables regardless of the actual length. Using D-link's Green Ethernet technology, the switches can analyse the cable's length and adjust the power accordingly. Since the cable length used by small to medium organisations is often less than 20m, power consumption can be significantly reduced.

Both the DGS-1016D 16-port and DGS-1024D 24-port Gigabit switches feature a non-blocking switching architecture that filters and forwards packets at full wire-speed for maximum throughput. An 8K MAC address table provides scalability for even the largest networks. Address learning and aging, 802.3x Flow Control for full-duplex mode, and back pressure flow control for half-duplex mode alleviates traffic congestion and ensures reliable data transmission.

Designed using industry standards, both new Green Ethernet switches are compatible with virtually all 10, 100, and 1000Mbps Ethernet devices and other vendor equipment, protecting existing network investments while providing a straightforward migration path to faster Gigabit speeds.

D-Link was the first company in the networking industry to introduce Green Ethernet technology in its Gigabit switches. Gigabit Ethernet market growth is forecasted to rise significantly and surpass the 10/100 Mbps market for port shipments in the coming years. With the increasing demand for Gigabit Ethernet, D-Link is constantly researching and evaluating the needs of the market and its customers to be among the first to initiate the implementation of new technologies.

The incorporation of the Green Ethernet technology into these 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. RoHS directives restrict 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.

Price and Availability

The DGS-1016D is available now with recommended retail prices of AU\$389 inc. GST and NZ\$449 inc. GST. The DGS-1024D is also available now with recommended retail prices of AU\$539 inc. GST and NZ\$619 inc. GST.

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

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* Power savings may vary depending on products used.

Maximum power savings when compared to a D-Link conventional switch. Uses up to 45% less energy when connected devices are powered down and up to 25% less energy when connected devices are used 10 hours and powered down 14 hours over a 24-hour period, when connected via 20 metre Ethernet cables.

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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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