D-Link Expands 'Green Ethernet™' Product Line With Power-Saving Smart Switches

Web Smart™ Switches Now Incorporate Intuitive Technology to Reduce Energy Consumption and Environment Impact, Lower Operating Costs

SYDNEY, Aust., May 28, 2008 – D-Link, the end-to-end networking solutions provider for business and consumers, today announced the expansion of its industry-first Green Ethernet™ technology series by adding eco-friendly features to its popular Web Smart™ series of multi-port network switches to decrease energy costs by reducing power consumption without sacrificing operational performance and functionality.

D-Link® Green Ethernet technology integrates innovative power-saving features that automatically detects links and adjusts power accordingly. Shipping now and incorporating the new energy-saving technology are the D-Link Web Smart 16-Port (DGS-1216T), the 24-Port (DGS-1224T) and the 48-Port (DGS-1248T) network switches. The new switches were previewed last week at CeBIT Australia in Sydney.

While the operational performance of these switches remains unchanged, they now feature a fanless design (DGS-1216T and DGS-1224T) that provides a quieter environment and less heat dissipation, offering an ideal solution for growing businesses – and other organisations such as schools – because of the energy and cost saving properties.

"Public awareness and legislative action worldwide have created demands for improvements in energy efficiency for networking equipment," said Maurice Famularo, Marketing Director for D-Link Australia and New Zealand. "D-Link is working to take the lead in developing innovative, power-saving technology that doesn't sacrifice performance or functionality.

"We will continue to seek new avenues that protect the environment and help our customers save money in the process," Famularo added.

D-Link's Web Smart switches are the perfect solution for small and medium-sized organisations that require advanced features, like Simple Network Management Protocol (SNMP), Virtual Local Area Networks (VLANs), Quality of Service (QoS), Link Aggregation (LAG), port trunking and secure authentication at an affordable price.

Unlike basic lower-cost unmanaged switches, D-Link Web Smart switches support port-mirroring and supply basic port statistics to facilitate network administration and monitoring – without complex programming or purchase of additional software.

Smart switches can be accessed remotely using a web-based interface, and configuration is password protected. Also included is an auto-discovery utility that automatically finds all the Web Smart switches in the network.

Current software for the D-Link Web Smart switch line also features DSCP-based quality of service (for DiffServ), Asymmetrical VLANs (allows the VLANs to send traffic to each other

without requiring a Layer 3 switch or a router) and Cable Diagnostics. Trusted Host is included to help prevent security breaches. Updated firmware with these features is available for download for the current D1 hardware versions and will ship with the Green Ethernet smart switches.

The introduction of the Green Ethernet enabled D-Link DGS-1200T series switches is part of an ongoing company-wide 'Green' computing initiative that includes manufacturing environmentally-responsible products, optimising devices for ENERGY STAR certification.

The incorporation of Green Ethernet technology into the DGS-1200T series 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. The RoHS directive restricts 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
D-Link's new Green Ethernet Web Smart switches are now available. The recommended retail price of the 16-Port Web Smart DGS-1216T is AU$520 inc. GST and NZ$645 inc. GST, the 24-Port DGS-1224T is AU$720 inc. GST and NZ$895 inc. GST and the 48-Port DGS-1248T Web Smart switch is AU$1480 inc. GST and NZ$1835 inc. GST.

More information can be obtained at D-Link's websites at 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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