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## D-LINK COMMEMORATES ITS 25<sup>TH</sup> ANNIVERSARY

*D-Link reveals a renewed commitment to innovation and technological advancement over the next 25 years*

**Sydney, May 31, 2011** – D-Link today announced the commemoration of its 25<sup>th</sup> Anniversary with a renewed pledge of leadership and innovation within the networking and consumer electronics industry. Founded in 1986 to design and market network adapters, D-Link has grown into an international networking giant with a worldwide reputation for robust and affordable products.

The networking scene has changed drastically since D-Link's inception 25 years ago. Initially only the domain of government and academia, networking technology is now ubiquitous, enriching social lives and empowering business operations. A growing emphasis on mobile and cloud computing has reinforced the need for reliable networking solutions everywhere. D-Link appears poised to meet the demands of the current landscape with new offerings that facilitate private clouds in the home, and enterprise solutions that arm administrators with versatile management, security, and quality of service features.

### **Cost-Effective, Green, and IPv6-Ready**

Conscious of the evolving global networking environment, D-Link is striving to achieve IPv6 readiness for all new products. Ahead of most vendors, several D-Link wireless routers first received IPv6 Phase 1 certification from the IPv6 Forum in 2006. Since then, D-Link has attained IPv6 compliance for all Managed Switch products including its full line of Smart Switches. D-Link L3 switches currently support IPv6 routing in addition to IPv6 management.

D-Link is also leading the industry with green technologies that conserve energy, protect the environment, and reduce waste. D-Link Green™ certification, similar to the current IEEE green standards, was developed several years ago in an effort to endow businesses with energy efficient technologies that meet or exceed the current green guidelines for manufacturing and disposal. D-Link was the first vendor to produce Green home network Wi-Fi routers capable of power savings of up to 40 percent<sup>1</sup>. When the IEEE ratified the green standard in October 2010, D-Link had already launched an IEEE-compliant switch, and will soon extend this compliance to its entire line of enterprise products.

For businesses in the small enterprise segment, D-Link's Auto Surveillance VLAN is a fresh development that highlights the company's growing strength as an end-to-end provider. As small and medium enterprises (SMEs) look to cut costs, the opportunity to combine IP surveillance and data networking becomes especially attractive. "Considering the enormous benefit of zero configuration combined with quality of service (QoS) improvements, the advantages of Auto Surveillance VLAN will be difficult for cost-minded SMEs to ignore," noted Anthony Lai, Head of D-Link Business Solutions Business Unit.

### **Technology & Innovation for the Future**

An increased reliance on mobile computing also presents new opportunities for D-Link as a solutions provider. As femtocells and mobile hot spots become more commonplace, there is a greater need for technology that will provide seamless transitions between multiple network layers. D-Link's recent foray into mobile technology and its considerable track record with wireless leaves it in a prime position to develop

hardware that will improve users' experience with their service providers as they begin to abandon their landline phone and cable connections in favor of an all IP-based system for their living space.

Now more than simply a provider of connectivity devices, D-Link has many stylish products that complement popular consumer electronics devices like HDTVs and tablets. Recent groundbreaking offerings such as the Boxee Box and SmartBeam™ Routers have attracted special attention from gadget-lovers. The maturing concept of "four screens, one cloud" illustrates how mobile devices such as smartphones and tablets, or fixed devices such as desktops and HDTVs are increasingly becoming interconnected. "Consumer behavior is always evolving, and we are now seeing an accelerating trend toward technological convergence," remarked CEO Tony Tsao. "This convergence presents a multitude of opportunities for D-Link as a solutions provider. D-Link is committed to developing innovative new products that will shape the future of networking over the next 25 years."

**END OF ANNOUNCEMENT**

<sup>1</sup> Maximum power savings when compared to a D-Link conventional switch, when connected devices are used 10 hours and powered down 14 hours over a 24-hour period and connected via 20m Ethernet cables.

## About D-Link

D-Link is the global leader in connectivity for small, medium and large enterprise business networking. It 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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