

### **D-LINK POWERLINE AV FAMILY DELIVERS HIGH-SPEED NETWORKING VIA EXISTING ELECTRICAL WIRING**

**SYDNEY, Aust. – May 31, 2011** – D-Link Australia & New Zealand, the end-to-end networking solutions provider for business and consumers, today introduced the D-Link® PowerLine AV product family, delivering high-speed networking via a home's existing electrical wiring.

With network data transfer rates of up to 200Mbps<sup>1</sup>, D-Link's PowerLine AV family can connect computers, high definition TVs, networking devices and gaming consoles using the most pervasive medium in the house – the electrical wiring.

"D-Link's latest PowerLine AV products offer a flexible, reliable and high-speed networking alternative to data cabling or wireless networking solutions," said Maurice Famularo, Marketing Director, D-Link Australia & New Zealand. "They are an ideal solution for creating a network or extending an existing network by connecting multiple devices or attaching a switch or wireless access point for additional connectivity<sup>2</sup>."

The D-Link PowerLine AV family, compliant with the HomePlug AV standard, uses a home's existing electrical wiring and turns every power outlet into a possible network connection to access digital media devices, game consoles, print servers, computers and network storage devices.

The new PowerLine AV products – including the DHP-306AV PowerLine AV Network Adapter, the DHP-1320 PowerLine AV Wireless N Router, the DHP-W306AV PowerLine AV Wireless N Extender and the DHP-346AV PowerLine AV 4-Port Switch – all feature easy plug-and-play installation and can be plugged directly into a power outlet. The Network Adapter and 4-Port Switch connect to Ethernet-enabled devices while the Wireless N Extender supports wireless connections and the Wireless N Router supports both Ethernet and wireless connections.

In addition, D-Link offers two cost-effective PowerLine AV bundled solutions. The DHP-1321 PowerLine AV Network Router Starter Kit includes a DHP-1320 Wireless N Router and DHP-306AV Network Adapter, while the DHP-307AV PowerLine AV Starter Kit includes two DHP-306AV Network Adapters.

All PowerLine AV products are capable of delivering data transfer rates of up to 200Mbps<sup>1</sup>. This rapid transmission speed is ideal for bandwidth-intensive applications, guaranteeing smooth HD video streaming, VoIP calls and lag-free online gaming experiences. In addition, built-in Quality of Service (QoS) support prioritises Internet traffic, ensuring that multimedia applications do not experience glitches while web surfing and downloads are in progress.

For convenient setup, all PowerLine AV products feature a push button that enables secure transmission between each device, implementing 128-bit AES data encryption to protect against unauthorised wire tapping.

The PowerLine AV Family also incorporates a power saving mode to comply with the European Energy Using Product (EuP) Directive. If no data transmission or reception occurs over a certain period of time, the PowerLine connection will automatically go into sleep mode to save power. The DHP-1320 Wireless N Router and DHP-346AV 4-Port Switch can also automatically detect the link status of connected wired devices to reduce the power usage of ports that are idle.

### **Faster and Farther-Reaching Wireless N Technology**

The DHP-1320 PowerLine AV Wireless N Router and the DHP-W306AV PowerLine AV Wireless N Extender both provide a significantly faster and farther-reaching wireless network than outdated Wireless G devices<sup>3</sup>. D-Link's Intelligent Antenna Technology makes use of the home environment by bouncing multiple wireless signals off walls and ceilings to work around obstructions and help eliminate dead spots.

Both PowerLine AV Wireless N products feature a convenient Wi-Fi Protected Setup™ (WPS) button for simple, secure wireless network configuration with WEP, WPA, and WPA2 encryption to keep network traffic safe and secure. Additional D-Link Green features for the DHP-1320 Wireless N Router include Wi-Fi Scheduling which allows users to configure specific hours to power off the wireless network to save energy and enhance security.

The SharePort™ Network USB Utility also allows users to connect a multifunction printer to the DHP-1320 Wireless N Router to share printing and scanning functions. The USB SharePort also supports external hard drives and flash storage for sharing files across a home network.

### **PowerLine Switch with Port-Based QoS**

The DHP-346AV 4-Port Switch delivers a high-speed connection for up to four Ethernet devices from just one power socket. With port-based QoS, users can easily ensure the performance of devices which require high or highest quality of service for applications like gaming, VoIP or multimedia by plugging them into the High or Highest priority Ethernet ports. Two Medium priority ports are available for less performance critical applications.

## **Price and Availability**

The D-Link DHP-306AV PowerLine AV Network Adapter is available now with recommended retail prices of AU\$79.95 inc. GST and NZ\$110 inc. GST.

The D-Link DHP-307AV PowerLine AV Starter Kit, containing two DHP-306AV adapters, has recommended retail prices of AU\$149.95 inc. GST and NZ\$205 inc. GST.

The D-Link DHP-1321 PowerLine AV Network Router Starter Kit, containing a DHP-1320 Wireless N Router and a DHP-306AV Network Adapter, has recommended retail prices of AU\$199.95 inc. GST and NZ\$279 inc. GST.

The D-Link DHP-W306AV PowerLine AV Wireless N Extender is available now with recommended retail prices of AU\$129.95 inc. GST and NZ\$180 inc. GST.

The D-Link DHP-346AV PowerLine AV 4-Port Switch is also available now with recommended retail prices of AU\$99.95 inc. GST and NZ\$139 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).

<sup>1</sup> Maximum throughput based on theoretical transmission PHY rate. Actual data throughput will vary. Network conditions and environmental factors, including volume of traffic and network overhead, may lower actual data throughput rate. Interference from devices that emit electrical noise, such as vacuum cleaners and hair dryers, may adversely affect the performance. This product may interfere with devices such as lighting systems that have a dimmer switch or a touch-sensitive on/off feature, short wave radios, or other powerline devices that do not follow the HomePlug AV standard.

<sup>2</sup> Power outlets and electrical wiring must all be part of the same electrical system. Certain electrical conditions, such as wiring condition and configuration, may affect the performance of this product. Connecting this product to a power strip with a surge protector may adversely affect performance.

<sup>3</sup> Maximum wireless signal rate derived from IEEE Standard 802.11 specifications. Actual data throughput will vary. Network conditions and environmental factors, including volume of network traffic, building materials and construction, and network overhead, lower actual data throughput rate. Environmental factors will adversely affect wireless signal range. Wireless range and speed rates are D-Link RELATIVE performance measurements based on the wireless range and speed rates of a standard Wireless G product from D-Link. Maximum throughput based on D-Link's 802.11n devices.

## **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.

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](http://www.dlink.com.au) / [www.dlink.co.nz](http://www.dlink.co.nz); email [marketing@dlink.com.au](mailto:marketing@dlink.com.au).

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