



Media Release

D-Link First to Introduce The Latest in Small Business Phone Systems to Australia & New Zealand

Introducing D-Link VoiceCenter™, a Microsoft® Response Point™ Phone System, To Channel Partners for Training, Certification and Authorisation

Sydney, Australia – October 22, 2008 – D-Link, the end-to-end networking solutions provider for business and consumers, today announced the introduction of the D-Link VoiceCenter™, a Microsoft® Response Point™ Phone System, to channel partners in Australia and New Zealand.

D-Link® will demonstrate D-Link VoiceCenter to channel partners via a series of hands-on demonstrations / seminars being held in Australia and New Zealand in November (see dates below). Channel partners who wish to become authorised resellers of the solution can undertake training and certification following the events.

D-Link New Zealand is expected to be the first cab off the rank in the Asia/Pacific region to bring the solution to the market – with negotiations with reseller partners at an advanced stage.

D-Link VoiceCenter is a feature-rich and cost effective small-business Internet Protocol (IP) phone system, designed for ease of use and manageability. Ideally suited for the small business requiring up to 50 extensions, D-Link VoiceCenter together with Microsoft Response Point™ software supports both Voice over IP (VoIP) and traditional phone lines.

D-Link VoiceCenter offers all of the essential telephony features required for small businesses, including voice recognition and built-in Auto Provisioning configuration capabilities. The system also offers call forwarding, call hold, find me-follow me, and several voicemail functions including voicemail-to-email forwarding and voicemail retrieval over the phone. Incoming calls are directed by the integrated auto-attendant to assist callers to their destinations.

"We are pleased to be the first solutions provider to introduce this next-generation phone system to Australian and New Zealand resellers and integrators," said Domenic Torre, Managing Director for D-Link Australia and New Zealand. "This telephony solution offers the latest in technology to the business sector and will open up a large number of opportunities for authorised resellers."

VoiceCenter provides seamless Auto-Discovery and Provisioning of IP Phones and Gateways allowing novice users to install and customise the system in less than 30 minutes using wizards for phone and service configuration. It features administrative functions including system status monitoring, voicemail usage summary and system settings backup & restore.

"VoiceCenter is an evolutionary step in small business phone systems," said Dean Williams, Product Manager, D-Link Australia & New Zealand. "With the integrated Microsoft Response Point software, anyone can set up, manage and use this feature-rich phone system without the need for professional installation or training.

"VoiceCenter is powered by the sound of your voice. You tell it what you want to do and let VoiceCenter take control," Williams added. "This phone system is truly the ideal solution for the

small business owner in both design and functionality, and the potential cost savings to be realised from this type of solution are astounding."

"Small businesses want the same powerful, productive and cost-saving features that big businesses enjoy, but tailored to their needs," said Nicolas Romaniuk, Product Manager at Microsoft New Zealand. "By aligning with industry-leading vendors, Response Point delivers features like voice over Internet protocol (VoIP) calling in a complete phone system that can help small businesses and channel partners grow their businesses."

D-Link VoiceCenter, a Microsoft Response Point phone system, will include customisable bundles of hardware which include D-Link's IP Telephony IP-PBX (DVX-2000MS), IP phone (DPH-125MS) and FXO gateway (DVG-3104MS).

The D-Link VoiceCenter phone system integrates easily through the Local Area Network (LAN) to the Internet or via traditional public switched telephone network (PSTN) lines. It includes a dual-tone multi-frequency (DTMF) and speech-based auto attendant, user directory, nicknames, simple live operator access, and customisable prompts, and call forwarding through internal lines.

It offers personal computer (PC) contact integration with Microsoft Outlook®, Windows Contact/Address Book and inexpensive outbound VoIP calls via VoIP service provider.

The D-Link VoiceCenter phone handsets feature capabilities including auto discovery, and one-touch access to parking, retrieving, transferring, voice dialling other employees and voice dialling personal contacts.

The D-Link VoiceCenter set of products is expected to ship shortly through the company's network of authorised value-added resellers and distributors.

Seminar Dates

Auckland, NZ	6 th November
Sydney	18 th November
Melbourne	19 th November
Perth	25 th November
Brisbane	27 th November

Refer to the VoiceCenter micro site for seminar information and further details at <http://voicecenter.dlink.com.au> and <http://voicecenter.dlink.co.nz> .

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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