



Media Release

D-Link Introduces Affordable Power over Ethernet Switch for Home and Small Office

Supports PoE Devices Like Wireless Access Points, IP Cameras and VoIP Phones Without Power Points, Minimises Cable Clutter

SYDNEY, Aust., September 30, 2008 – D-Link, the end-to-end networking solutions provider for business and consumers, today announced it is now shipping the DES-1008P 8-Port 10/100Mbps PoE Ethernet Switch with four PoE ports to easily connect and provide power to Power over Ethernet enabled devices such as Wireless Access Points, VoIP phones and IP cameras.

Users can also connect add other Ethernet devices like computers, printers and Network Attached Storage (NAS) to the D-Link DES-1008P. Built with home and small business users in mind, the compact switch operates quietly, making it ideal for use in virtually any room or office. In addition, it can be wall mounted to save desktop space.

Using Power over Ethernet eliminates having to place networking devices close to a power outlet, minimises cable clutter in awkward places such as ceilings or walls and simplifies troubleshooting.

“As the number and types of devices connected to home and small office networks increases, Power over Ethernet is a convenient and reliable option,” said Maurice Famularo, Marketing Director for D-Link Australia and New Zealand. “With PoE there are fewer cables and devices do not have to be located next to power points, making it ideal for IP cameras and Wireless Access Points. PoE devices are also easier to maintain because you can simply diagnose any power supply issues.”

The DES-1008P features diagnostic LEDs, which display status and activity, allowing users to quickly detect and correct problems on the network. With wire-speed filtering and store-and-forward switching, the DES-1008P also maximises network performance while minimising the transmission of bad network packets.

The DES-1008P features four 10/100BASE-TX ports that support the IEEE 802.3af PoE protocol. Each of the four PoE ports can supply up to 15.4 Watts, making a total PoE budget of 56 Watts, allowing users to attach up to four IEEE 802.3af compliant devices. For devices that are not 802.3af compliant, a PoE adapter, such as D-Link’s DWL-P50 can be used to enable the device to receive power through the DES-1008P.

No configuration is required and installation is quick and easy. Auto-Negotiation on each port senses the link speed of a network device (either 10Mbps or 100Mbps) and intelligently adjusts for compatibility and optimal performance. When an IEEE 802.3af compliant device is attached, power supplied to that device will be automatically adjusted to fit the device.

Price and Availability

The D-Link DES-1008P 8-Port 10/100Mbps PoE Ethernet Switch is available now with recommended retail prices of AU\$220 inc. GST and NZ\$279 inc. GST.

For more information, see 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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