



PRESS ANNOUNCEMENT
For Immediate Release

**D-LINK INTRODUCES THE 3.75G HSUPA POCKET ROUTER
DIR-457U FOR SHARING A PORTABLE WIRELESS NETWORK**

SYDNEY, Aust. – September 20, 2010 – D-Link Australia & New Zealand, the end-to-end networking solutions provider for business and consumers, today introduced the DIR-457U myPocket 3.75G Router, a rechargeable battery-powered wireless router slim and small enough to be carried in a pocket.

With the myPocket 3.75G HSUPA Router, users can quickly and easily connect to a 3.75G mobile network by inserting a UMTS/HSUPA SIM card and share their high-speed mobile Internet connection with up to 16 wireless devices within the area. Users can share high-speed 3.75G connectivity with colleagues or family while travelling or wherever they cannot access a Wi-Fi network.

“D-Link’s new 3.75G myPocket Router can be used to share a high-speed mobile Internet connection almost anywhere, even when users are on the move,” said Maurice Famularo, Marketing Director for D-Link Australia and New Zealand. “Unlike many previous mobile Internet sharing solutions, the DIR-457 is battery-powered and small enough to be easily carried around.”

The D-Link myPocket 3.75G HSUPA Router can also be configured to work as a 3.75G Modem with the flick of a switch and connected to a PC or laptop for dedicated Internet access.

In Wi-Fi mode, the DIR-457U supports a range of wireless networking standards including 802.11g and 802.11b. It also supports WPA/WPA2 wireless encryption to ensure the security of wireless network data and utilises a built-in firewall to prevent potential Internet attacks.

Storage installed via a built-in microSD slot also conveniently supports sharing of files between connected Wi-Fi devices.

Price and Availability

The DIR-457U myPocket 3.75G HSUPA Router is available now with recommended retail prices of AU\$329.95 inc. GST and NZ\$429.00 inc. GST.

For more information, see D-Link’s websites at www.dlink.com.au and www.dlink.co.nz.

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.

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