

SINGAPORE, Thursday, 27 September 2007

## **D-Link Unveils Green Ethernet Technology for Network Connectivity**

*by* Edmond Ng

Networking and communication solutions provider D-Link announced today the launch of its company's Green Ethernet technology and a new environmental-friendly series of SOHO Gigabit switches, capable of decreasing energy costs through the reduction of power consumption, without sacrificing any operational performance or functionality.

The D-Link's Green Ethernet technology is said to conserve energy through the monitoring of port activity to see if it is active or inactive in order to adjust its power accordingly. This technology offers benefits to Home and SOHO users who may not need perpetual use of their computers or all the ports on their switches all the time. In addition, the new eco-friendly switches are also capable of altering power usage relative to the length of their cable in conserving the use of energy for both the user and the environment.

The incorporation of the Green Ethernet technology into these switches re-emphasizes D-Link's strong commitment to protecting the environment, leading the development of eco-friendly products that comply with RoHS (Restriction of Hazardous Substances) and WEEE (Waste Electrical and Electronic Equipment) directives. RoHS directives restrict the use of specific hazardous materials during the manufacture of electrical and electronic goods, while WEEE applies standards for proper disposal and recycling of products.

Gigabit Ethernet market growth is forecasted to rise significantly and surpass the 10/100 Mbps market for port shipments in the coming years. To address the needs of different users and applications, D-Link will offer Green Ethernet technology starting with SOHO Gigabit switches. These switches are economical and easy to use, and do not require extensive management or setup. These switches can fulfill the needs of Home/SOHO, midsize networks, and branch office LANs.

D-link's Green Ethernet technology can detect a link's status and cable length, and adjust power usage accordingly. By reducing power consumption, less heat is produced, resulting in extended product life and lower operating costs.

Even when a computer is shut down, switches often remain on and continue to consume considerable amount of power. Using D-link's Green Ethernet technology, the new switches can detect when a computer is turned off, and then respond accordingly by changing into power standby mode, thus reducing power usage for that port.

Switches normally send full power to cables regardless of the actual length. Using D-link's Green Ethernet technology, the switches can analyze the cable's length and adjust the power accordingly. Since the cable length used by Home/SOHO users is mostly less than 20m, power consumption can be significantly reduced.

D-Link is the first company in the networking industry to introduce the Green Ethernet technology in its SOHO Gigabit switches. As an ongoing effort to maintain a strong presence in the Home/SOHO applications market, and with the increasing demand for Gigabit Ethernet, D-Link is constantly researching and evaluating the needs of the market and its customers, to be among the firsts to initiate the implementation of new technologies. The Green Ethernet technology is one such effort that demonstrates D-Link's commitment to meeting market demands.

In 2006, D-Link shipped more than 3 million ports of SOHO Gigabit switches, which account for one-third of total worldwide sales, and in 2005 D-Link incorporated new features such as cable diagnostics and IEEE 802.1P QoS to their Home/SOHO series of Gigabit switches. According to market analyst, D-Link's success with SOHO Gigabit switches is a result of the company's ability to provide a full range of products with advanced features that offer superior product performance at an affordable price.