

Award-Winning Xtreme N Routers Now With up to 40% Power Savings

The Wi-Fi routers integrate D-Link Green Ethernet™ technology, an innovative energy-saving technology that automatically detects link status and network cable length, then adjusts power accordingly. The D-Link routers also feature Wi-Fi scheduling that allows customers to easily program when the Wi-Fi radio signals are turned on and off to further save energy consumption.

Now shipping and incorporating the Green technology are the D-Link Xtreme N Gigabit Router (DIR-655), the D-Link DGL-4500 Xtreme N Router (DGL-4500) and the industry's first high-powered simultaneous dual band Draft 802.11n wireless router, the D-Link Xtreme N Duo™ Media Router (DIR-855).

"D-Link is working to take the lead in integrating innovative, power-saving technology into our home and business networking solutions that doesn't sacrifice performance or functionality," said Maurice Famularo, Marketing Director for D-Link Australia and New Zealand. "By adding green technology to some of our most popular, high-performance Wi-Fi routers, we're helping protect the environment while our customers save money in the process." The D-Link Green Wi-Fi Routers achieve optimal energy savings when used with the Wi-Fi Scheduler, which provides a user-selectable radio shutdown option (adjustable by day and start/end times). Under the most favourable conditions with no wired links active and Wi-Fi turned off, users may achieve the following power savings when compared to a D-Link conventional router without Green technology: DIR-655, up to 32%; DGL-4500, up to 31%; and DIR-855, up to 41%.

The introduction of the Green Ethernet enabled D-Link Wi-Fi Router series is part of an ongoing company-wide 'Green' computing initiative that includes manufacturing environmentally-responsible products, optimising devices for ENERGY STAR certification, providing recycling programs, and distributing the network technology industry brief titled "Green Computing and D-Link: The Green Movement and Specific D-Link Solutions Reduce Detrimental Impacts on the Environment."

The incorporation of Green Ethernet technology into Xtreme N series routers re-emphasises D-Link's strong commitment to protecting the environment, leading to the development of eco-friendly products that comply with RoHS (Restriction of Hazardous Substances) and WEEE (Waste Electrical and Electronic Equipment) directives. The RoHS directive limits 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.

"The time is right to offer consumers and organisations innovative Green technologies that embrace environmental concerns, offer cost savings and maximise performance," Famularo added.

Price and Availability The D-Link DIR-655, DGL-4500 and DIR-855 are all available now with recommended retail prices of: AU\$299.95 RRP inc. GST and NZ\$359.95 RRP inc. GST (DIR-655); AU\$539.95 inc. GST and NZ\$649.95 inc. GST (DGL-4500); AU\$559.95 inc. GST and NZ\$669.95 inc. GST (DIR-855).

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