



D-Link Provides Greater Wireless Coverage and High Speed Broadband Internet for Coolum Beach Getaway Resort on the Sunshine Coast

SYDNEY, Aust. November 5, 2009 -- D-Link Australia & New Zealand, the end-to-end networking solutions provider for business and consumers, today announced that it is providing greater wireless coverage and high speed broadband Internet for Coolum Beach Getaway Resort.

Coolum Beach Getaway Resort is a four-and-a-half star resort located on one of Queensland's premier tourist destinations, the Sunshine Coast, comprising 18 quality furnished townhouse/apartment style units with one, two or three bedrooms. Being small with tropical gardens and one street back from the main road it has a quiet and pleasant family atmosphere.

As part of a free service to guests, wireless Internet was offered through a consumer grade wireless router. However, the wireless signal proved unreliable and coverage was limited to only 75% of holiday apartments. Furthermore, the Resident Managers of Coolum Beach Getaway Resort, Murray and Carmel Noyce, were unable to monitor usage and restrict user download limits.

The guests weren't getting good reception and the connection was very prone to dropping off, explained Murray Noyce. The problem was that the signal wasn't reliable as the system wasn't designed to cope with the amount of clients being connected. Guests resorted to sitting on their balconies to obtain a signal strong enough for a sustained connection. They weren't able to sit inside the holiday units using their laptops and in certain parts of the complex they weren't able to get a connection at all.

The resort was continually embarrassed by not providing a reliable Internet service for their guests and subsequently unable to charge for its use.

D-Link's Solution

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Wireless connectivity was installed by our predecessor, but it was very small-scale and very low wireless strength, said Mr Noyce. It was also a pain in the neck for us, because we would have to come in and re-boot the system and continually monitor the service. It was more down than up. We decided to spend the money, upgrade the system and have our guests and visitors completely satisfied with the wireless Internet service.

D-Link, together with partner Jims Computer House based in Noosa, recommended replacing the consumer grade wireless router with a D-Link commercial grade solution to improve the strength of the wireless signal significantly and provide a reliable and billable Internet service.

The consumer grade wireless router was replaced by two commercial grade outdoor and one indoor access point (DAP-3220, DWL-3200AP) with external

omni-directional antennas. As a result, wireless coverage inside all holiday units was achieved.

Moreover, a DSA-3600 Multi-Service Business Gateway was installed to provide multiple billing options for different usage of the Internet. The implementation was simplified by D-Links Power over Ethernet (PoE) injectors saving costs by reusing internal general power outlets.

Reliable connectivity now prevents the need for the resorts guests and visitors to look elsewhere for Internet access. The new wireless network extends coverage to surrounding areas allowing Coolum Beach Getaway Resort to gain additional revenue by charging the guests of neighbouring resorts for Internet access.

Customer Benefits

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Despite the fact that the resort offers 200MB of free download capacity to guests, D-Links new solution still offers financial benefits.

We haven't had to touch the system since it was installed which results in cost savings along with spending less time monitoring and maintaining the system, said Mr Noyce. It is no longer a nuisance factor and we are 100 per cent satisfied. We now have total control of the system and it is hassle-free.

Administration of the new system is simple: upon check-in, guests receive a password if they request it. This gives them 200MB of free Internet usage for three days. In excess of that, the charge is \$15 for 48 hours, said Mr Noyce.

The resorts target is to generate extra revenue from the upgrade via casual access to the resorts new wireless solution. Laptop users within a 750m radius can log into the resorts wireless network for a credit card charge a feature supported by the new system. If a non-guest wants to kick in for \$20 then that's a financial gain for us. The service wasn't put in for that, so it's a bonus for us, he said.

The new systems ease of use has also proved a hit with guests and visitors. All the guests have said the system performs extremely well and the password security provides them with additional piece of mind. The system works straight away and we haven't had any complaints, said Mr Noyce. Previously guests used a single communal user name and password, which was a hit-and-miss affair. Sometimes the old system wouldn't start, sometimes the system would work OK but D-Links system was extremely easy to learn and use.

About D-Link

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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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For further information please contact:

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David Sanday

Bowes Communications

+61 (0) 2 9387 2333

david.sanday@bowespr.com