

NETGEAR Delivers Higher Business Network Performance with New ProSafe® Smart Switch

Best Selling ProSafe® Smart Switch Family Adds an Affordable Option that Easily and Cost-Effectively Manages Increasing Voice, Video, and Data Traffic

SYDNEY, Australia

July 13, 2010

- NETGEAR, Inc. (NASDAQGM:

NTGR), a worldwide provider of technologically innovative networking solutions for businesses, homes and service providers, today announced the addition of a NETGEAR ProSafe Smart Switch to deliver higher network performance for businesses, without the cost and complexity of traditional enterprise vendor switches. The NETGEAR ProSafe 8-port Gigabit PoE Smart Switch (GS110TP) enables businesses to quickly, easily and cost-effectively handle the explosive growth of voice, video, and data traffic experienced across business networks. Affordably priced, the NETGEAR ProSafe GS110TP is designed for companies that want to enhance their network with a low port density solution with the combination of Gigabit speed and Power over Ethernet (PoE) capability. We've been working with the ProSafe GS110TP for the past couple months and the configuration and network management have been extremely intuitive and straightforward, said Andrew Roper of Virginia-based technology integrator, BCS Voice and Data Solutions. The ProSafe GS110TP is able to monitor VOIP, IP surveillance, and our normal and growing data usage patterns. It is also remarkably versatile and just so much more cost-efficient than using managed switch solutions. Plus, thanks to the compact size and low noise level, we hardly notice its in our office.

The new NETGEAR ProSafe Smart Switch is for businesses that want to easily deploy VOIP, IP surveillance, or video conferencing and efficiently manage all IP devices such as wireless access points, IP phones and IP cameras on the network. It prioritises voice and video traffic and other real-time applications over less latency-sensitive traffic, ensuring superior reliability and quality. And it enables businesses to extend the intelligence of their network to connect high speed servers or power users from any location.

This latest addition

to the ProSafe line offers our partners a high level of flexibility when designing networks that require support for remote POE powered devices such as IP surveillance cameras or IP VoIP deployments. Having SFP ports built in removes the need for third party media converters at the end of fibre runs, which are often a source of network failure, said Ryan Parker, managing director, Australia and New Zealand.

Energy efficient and
a Whisper-Quiet design

The ProSafe GS110TP smart switch includes eight dedicated PoE-capable copper ports plus two additional fibre SFP ports for uplinks designed to prioritise, queue and maximise busy traffic on a business network.

In addition, the smart switch offers useful PoE power management features to help control and monitor power resources. It has a timer that can help turn off the PoE ports during certain times of the day so that business networks can be more secure. In addition, it increases the energy efficiency of the networks as the switch can prioritise the power usage so that specified ports are always guaranteed to get the power first if total power required exceeds the total power budget. And it assigns PoE ports dynamically depending on the actual power need of the individual network devices so no calculation is necessary. Meanwhile, with a fanless design and compact form factor, the ProSafe GS110TP offers quiet operation and is suitable for deployments in any type of environment, especially ones which are sensitive to noise.

Web-managed switches have been highly successful over the past two years, as they balance the need for advanced features with the necessity of keeping expenditures in check, said Matthias Machowinski, Directing Analyst, Enterprise Voice and Data for Infonetics Research, Inc. NETGEAR's latest introduction rounds out their smart switch portfolio by extending the smart switch value proposition down to a PoE model.

The NETGEAR ProSafe 8-port Gigabit PoE Smart Switch will be available locally from the end of August, 2010 for AU\$649.00 SRP, from leading direct marketers, e-commerce sites, and value-added resellers. All NETGEAR ProSafe products, including the ProSafe GS110TP, are backed by a lifetime warranty, 24/7 technical support and optional ProSupport Maintenance Packages.

For more information,
please visit:
NETGEAR ProSafe GS110TP

About NETGEAR, Inc.
NETGEAR (NASDAQGM: NTGR) designs innovative, branded technology solutions that address the specific networking, storage, and security needs of Small- to Medium-sized Businesses (SMBs) and home users. The company offers an end-to-end networking product portfolio to enable users to share Internet access, peripherals, files, multimedia content, and applications among multiple computers and other Internet-enabled devices. Products are built on a variety of proven technologies such as wireless, Ethernet and powerline, with a focus on reliability and ease-of-use. NETGEAR products are sold in over 26,000 retail locations around the globe, and via more than 39,000 value-added resellers. The company's headquarters are in San Jose, Calif., with additional offices in 25 countries. NETGEAR is an ENERGY STAR partner. More information is available at <http://www.NETGEAR.com> or by calling (408) 907-8000. Connect with NETGEAR at <http://twitter.com/NETGEAR> and <http://www.facebook.com/NETGEAR>.

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