



PRESS ANNOUNCEMENT
For Immediate Release

**D-LINK INTRODUCES NEXT GENERATION OF AFFORDABLE,
EASY-TO-USE SMART SWITCH SERIES
WITH WEB-BASED MANAGEMENT**

*Ideal for the SMB Seeking Enterprise Quality, D-Link® DES-1210 Series
Comes with 24 or 48 Ports, Advanced Security Features,
and Comprehensive Voice-Ready Integration*

Johannesburg, 28 May 2010 – D-Link, the end-to-end networking solutions provider for consumers and business, today announced two new Web Smart™ Switches – designed for SMBs/Enterprises seeking to upgrade from unmanaged switches to smart switches – that offer affordability, an easy-to-use interface with a variety of management options, advanced security, and an auto-voice VLAN feature.

The D-Link® DES-1210 series comes with 24 or 48 10/100 ports with two Combo 1000Base-T/SFP ports and two 1000Base-T ports. The flexible uplink ports design helps the SMB to deploy network connections between client PC, servers and core network backbones.

With advanced, eco-friendly hardware design, the DES-1210 series Smart Switches include a fan-less feature that is ideal for offices with open spaces that require silent operation and low power consumption. A single LED per port provides at-a-glance port status and achieves low power consumption compared with traditional multi-LED per port design.

The DES-1210 switches feature a SmartConsole Utility, a program for discovering multiple Smart Switches within the same L2 network segment. Users can easily enable initial settings of multiple Smart Switches without the need of changing IP address of PCs, allowing hassle-free multiple device firmware upgrades. The switches also offer ease of setup with a default-enabled configuration to allow plug-and-play.

Offering strengthened security, the DES-1210 series has ACL filtering to permit or deny traffic based on MAC and/or IP addresses. The switches provide a complete step-by-step configuration of even the most complicated Access Control List (ACL) settings in a straightforward and simple format. With an ACL wizard and more intuitive setup, users can enable easy and flexible ACL field assignment to block unauthorized access. In addition, DES-

1210 series features 802.1x port-based security to keep unauthorized users off the network.

“The D-Link DES-1210 Smart Switch series provides many of the features typically found in managed switches without adding complexity or cost.” said Tobie van Schalkwyk, D-Link South Africa Country Manager. “With comprehensive management options, advanced security features and voice network-ready, the DES-1210 is the right choice for the SMB looking for affordable price with essential components to upgrade from unmanaged switches to managed switches.”

With an Auto Voice VLAN feature, the switches seamlessly integrate with the SMB/Enterprise voice network, delivering optimal voice quality, and guaranteeing VoIP bandwidth without complicated settings. They offer DSCP-based QoS to classify voice, data and multicast into different levels to prioritize network traffic and IGMP Snooping to optimize the performance of multicast streaming between servers and clients.

For high reliability, the switches offer Loopback Detection (LBD) to enable the shutdown of loop ports and prevent packet storm from overwhelming the entire network. The DES-1210 series also includes cable diagnostics to troubleshoot basic connectivity problems and simplify network installation.

The DES-1210 Smart Switch series also includes friendly tips, offering the ability to add an example and description on each page to help remind users of the correct setup. Easy to maintain, the switch links to a support website and User Guide with the click of an online help navigation button.

Availability

The D-Link DES-1210 switches are available through the company's vast network of retail outlets, solution providers and distributors.

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.

For more information, please visit www.d-link.co.za.

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