

## **D-Link unveils power-saving 8-port Switch to further Green Technology Initiative**

*D-Link, the end-to-end networking solutions provider for consumer and business, and the first company to introduce green technology to computer networking, today expanded its leadership role in the development of energy-saving products and initiatives. It is introducing the second generation D-Link® 8-Port Gigabit Desktop Switch DGS-1008D, which provides up to 84% reduced power consumption\* without sacrificing network performance.*

Mumbai, Maharashtra, July 1, 2009 /[India PRwire](#)/ -- D-Link, the end-to-end networking solutions provider for consumer and business, and the first company to introduce green technology to computer networking, today expanded its leadership role in the development of energy-saving products and initiatives. It is introducing the second generation D-Link® 8-Port Gigabit Desktop Switch DGS-1008D, which provides up to 84% reduced power consumption\* without sacrificing network performance.

Shipping now, the DGS-1008D is one of four environmentally friendly small office/home office (SOHO) unmanaged gigabit switches that will ship this year with newly enhanced power-saving features, including a power supply that is ENERGY STAR-compliant. Already available is the next-generation D-Link 5-Port Gigabit Desktop Switch DGS-1005D.

This second generation release of the D-Link Green™ switches is part of an award-winning company-wide D-Link Green technology computing initiative that includes manufacturing environmentally-responsible products, eco-friendly packaging, optimizing devices for ENERGY STAR compliance, and providing consumer education and recycling programs.

"Our goal is to maintain industry leadership as a pioneer of green networking technology by building in even more energy-saving features into our products without sacrificing performance," said Jayesh Kotak, VP – Product Management, D-Link India Ltd. "We plan to continue the momentum of success we've realized with our first generation green products as we seek new avenues that protect the environment and help our customers save money in the process."

### **About D-Link Green Technology**

D-Link Green technology conserves energy by recognizing when a port is active or inactive then adjusts its power accordingly, benefiting home/SOHO users who may not need perpetual use of their computers or the use of all the ports on their switches. It is also capable of altering power usage in relation to the length of its cable, conserving energy use for both the user and the environment without any loss of performance.

- **Power conserved when links are idle**

Even when a computer is shut down, switches often remain on and continue to consume considerable amounts of power. Through D-Link Green technology, the new switches can detect when a computer is turned off and will respond accordingly by powering down into standby mode and reduce power used for that port.

- **Optimized power usage based on dynamic detection of cable length**

Normally, switches send full power to cables regardless of the actual length. Through D-Link Green technology, the switches are able to analyze the cable's length and adjust the power accordingly. Since the cable length used by home/SOHO users is usually less than 20m, power consumption can be significantly reduced.

The incorporation of D-Link Green technology into these second generation 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. The RoHS directive restricts 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.

D-Link's commitment to making its products more energy efficient is being appreciated by leading industry-watchers, such as PC Magazine and Laptop Magazine, which recently named the D-Link Green initiative the most innovative of 2008. D-Link has also been named a finalist in the 2009 Consumer Electronics Association's (CEA®) annual Mark of Excellence Awards competition for its D-Link Green technology policies.

## **Notes to Editor**

### **About D-Link (India) Ltd.**

D-Link (India) Ltd. ranks among India's premier networking firms. Globally, D-Link Corporation features among the top five networking companies. D-Link is India's most preferred networking\* and channel choice\*\* company. D-Link is also the 2nd largest networking company in India\*\*\*. D-Link is recognized as Best Networking Vendor in recent VarIndia Star Nite Award 2008.

D-Link India Ltd has a 24X7 toll free support helpdesk & 18 highly advanced service centers dotted across India to address the customer needs locally.

\* CRN Channel Champion award 2008

\*\* DQ Channel Choice Gold Award for Wired and Wireless Networking

\*\*\* IDC 2007 data

\*\*\*\* VARIndia Star Nite Awards – 2008

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**For more information, please contact:**

**Ram Kanojia**  
Asst Manager

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