

D-Link expands 'green' technology initiative with next-generation power-saving switches

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Today the global end-to-end networking solutions provider for consumer and business announced that the pioneer in 'green' computer networking technology expanded its leadership role by developing and introducing further enhanced energy-saving products and initiatives.

In its continuous effort to improve D-Link's energy-saving product range, the networking leader today successfully launched its second-generation 5-Port Gigabit Desktop Switch (DGS-1005D), which provides up to 73% reduced power consumption without sacrificing network performance.

The D-Link DGS-1005D Unmanaged Gigabit is the first out of a series of four environmentally friendly small office/home office (SoHo) Unmanaged Gigabit Switches and, equipped with enhanced power-saving features, is being shipped globally as of today.

Harrison Albert, Regional Sales Director at D-Link Middle East, says:

'We are very proud of our advancement in the development and furtherance of our 'green', energy-conserving solutions. The next-generation 8-Port, 16-Port and 24-Port Unmanaged Gigabit Switches (DGS-1008, DGS-1016D and DGS-1024D) will also provide the enhanced power-saving features and will be launched later this year.'

The release of D-Link's second-generation DGS-1000D series of Multi-Port Desktop Switches is part of D-Link's global award-winning D-Link Green technology computing initiative, which consists of the main pillars: manufacture of environmentally-responsible products, use of eco-friendly packaging, optimization of devices to obtain Energy Star certification, provision of customer education and participation in 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 Tony Tsao, President and CEO of D-Link Corporation.

'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,' he added.

The DGS-1005D 'Green' Desktop Switch:

In comparison to other, 'non-green' D-Link conventional switches, the D-Link DGS-1005D 'green' switches can save up to 73% of power, in a scenario where the switch is plugged, but the connected devices are powered down.

Over a period of 24 hours, the same device is able to save up to 66% of energy, when connected to Ethernet cables and used for 10 hours uninterruptedly and then powered down for 14 hours.

D-Link's 'Green' Technology:

D-Link's Green Technology conserves energy by recognizing when a port is active or inactive and adjusts its power consumption accordingly. This advanced technology benefits Home/SoHo users who may not need perpetual use of their computers or use all the ports on their switches. D-Link's Green Technology is also capable of altering the power usage in relation to the cable length, conserving energy for both the user and the Environment without any loss of performance.

Power conservation 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's Green Technology, the new switches can detect when a computer is turned off and will respond accordingly by powering down into standby mode and reducing 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 (the default calculated cable length for most switches is 100m). Through D-Link's Green Technology, the switches are able to analyze the cable's length and adjust the power consumption accordingly, since the cable length used by Home/SOHO users is mostly less than 20m. Following the power consumption can be significantly reduced.

The incorporation of D-Link' Green Technology into these DGS-1000D series 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.

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