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Even networks should be power prudent



D-Link delivers Green Ethernet for home and small business

Johannesburg, 31 January 2008 – While the need for energy efficiency might be top of mind for all South Africans, it is an issue which is not confined to our borders. Internationally, individuals, households and companies are rethinking their approach to energy usage as the threat of power shortages and the global cost of excessive energy consumption is counted. As a result, the manufacturers of IT equipment are turning their attention to the production of technology which is more environmentally friendly – and D-Link is leading the way where networking is concerned.

It's Green Ethernet focus has resulted in the release of an environmental-friendly series of SOHO Gigabit switches, which are designed to decrease energy costs through reduced power consumption, achieved without sacrificing any operational performance or functionality, confirms Karien Wood, D-Link marketing manager.

"The power shortage afflicting South Africa has no short term solution. This fact is compelling each individual to examine their power consumption and to consider any means of reducing electricity usage in the interests of the broader economy," she says.

Wood adds that the fundamental importance of electrical power to business and industry and the crisis facing the country has made it a duty for every citizen to find means of improving power efficiency.

Noting that Ethernet switches and ADSL routers tend to sit on desks or in wiring closets constantly drawing power, she explains that D-Link's Green Ethernet technology introduces a little intelligence to conserve energy. "Many of these devices are powered around the clock but are only used occasionally. Green Ethernet automates energy efficiency by controlling the status of the device."

D-Link Green Ethernet technology conserves energy by:

- Automatically powering down ports when inactive or when links are idle.
- Adjusting power usage relative to the length of cable rather than using full power regardless of actual cable length.
- Complying with California's stringent CEC and Australia MEPS regulation requirements on usage of more energy efficient power adapters.
- Complying with EU's RoHS (Restriction of Hazardous Substances) and WEEE (Waste Electrical and Electronic Equipment) directives.

Power consumption can be reduced by as much as 50% with the Green Ethernet technology, says Wood.

An example - using DGS-1005D with 5V/1.2A USA-type power adapter, input voltage 120V – shows these typical savings:

- When all the computers are connected with 20 meters cable, a normal non-green switch consumes 3.76W of power, while a Green Ethernet switch consumes 3.36W. This equates to a power saving of 11%.
- When only three computers are connected with 20 meters cable and two computers are powered off, a normal non-green switch consumes 3.30W of power, while a Green Ethernet switch consumes 2.54W. This equates to a power saving of 23%.
- When all the computers are not connected, a normal non-green switch consumes 2.60W of power, while a Green Ethernet switch consumes only 1.30W. This equates to a power saving of 50%.

It may not seem like a great deal of difference, but Wood points out that with the growing adoption of home and SOHO ADSL and networking, every watt helps. "Improving the power situation in South Africa depends on the actions of the individual. Small improvements in energy use by each person will result in big savings which can support the country in overcoming the crisis it faces today."

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About D-Link

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 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 is on the Web at: <http://www.d-link.co.za>