D-Link Unleashes Amplifi Family of Home Networking Solutions

D-Link announced its Amplifi family of high-performance home networking solutions, designed to offer best-in-class performance for today's demanding connected homes. Optimized for the ever-increasing amount of Internet traffic in homes across the nation, the Amplifi product line includes the HD Media Router 1000 with HD Fuel (DIR-657) for managing high bandwidth HD traffic and streaming, the Whole Home Router 1000 (DIR-645) and Wi-Fi Booster (DAP-1525) with exclusive SmartBeam technology for pushing wireless signals into the farthest corners of homes to deliver whole home coverage, and PowerLine 500 products (DHP-500AV, DHP-501AV, DHP-540) for adding bandwidth over existing electrical wiring.

"There are two main obstacles consumers typically face with today's home networking – the need for a more powerful network to support HD streaming and signals throughout the home, and expanding Wi-Fi coverage into the farthest corners of the home, essentially having whole home coverage," says Daniel Kelley, associate vice president of consumer marketing, D-Link North America. "D-Link has solved these issues by investing heavily in R&D, and is excited to introduce our new patented technology as part of the Amplifi line of home networking solutions."

The Amplifi family of home networking solutions introduces all-new networking technologies optimized to enable consumers to do it all at once, with uninterrupted connectivity to their entire library of digital content:

Amplifi HD Media Router with HD Fuel for Premium Digital Entertainment
The Amplifi HD Media Router 1000 with HD Fuel automatically manages traffic flow and optimizes broadband connections to give priority to high-bandwidth entertainment, allowing consumers to watch streaming content on their Boxee Box

by D-Link, play online video games with Xbox 360 or make Skype calls without the lags or glitches found with standard routers. In addition, the Amplifi line of HD Media Routers allows for multiple media content streams to multiple devices at the same time with uninterrupted performance, including HD video, online gaming and large media file downloads. Featuring up to 300Mbps speed, four Gigabit Ethernet ports, USB SharePort Plus, and an SD card slot for accessing HD media and streaming USB devices, this IPv6-ready router keeps consumers in complete control of their digital entertainment.

Amplifi Whole Home Products with SmartBeam for Uninterrupted Coverage in Every Corner

The sleek new Amplifi Whole Home products with SmartBeam technology optimize home wireless network bandwidth to handle HD video streams, large media file downloads and online gaming applications for multiple devices, simultaneously anywhere in the home. SmartBeam uses six multi-directional antennas with a patented, sectorized design, to find and track individual devices, then focuses beams of bandwidth to those devices, ensuring a seamless connection anywhere in the home. D-Link's SmartBeam products are ideal for homes or small offices where concrete walls, successive floors in multi-storied buildings, or other architectural hurdles can significantly weaken a wireless signal:

• The IPv6-ready Whole Home Router 1000 features up to 300 Mbps speed, four Gigabit Ethernet ports, advanced QoS bandwidth prioritization, SharePort™ Plus for sharing USB devices such as printers or security cameras, and 128-bit security encryption with advanced Wi-Fi Protected Setup for a secure, plug-and-play home network.

• The IPv6-ready Amplifi Wi-Fi Booster extends an existing router's wireless signal to deliver uninterrupted coverage to up to four additional devices with no additional configuration using the Gigabit Ethernet ports – just plug and play. In addition, the Wi-Fi Booster also includes selectable 2.4GHz or 5GHz bands, SharePort Plus and Wi-Fi Protected Setup

PowerLine Products with PowerLine 500 for Access Anywhere

D-Link's PowerLine 500 products use a building's existing electrical wiring to deliver secure, fast connectivity to otherwise hard-to-reach places, such as a basements or attics. With the PowerLine AV 500 Adapter (DHP-500AV), PowerLine 500 Adapter Starter Kit (DHP-501AV), and the PowerLine AV 500 four-port Gigabit Switch (DHP-540), there are no cables to run, holes to drill or wireless signals to configure. Easily plug, play and transform any conventional power outlet into a fully-functioning Ethernet port and your entire home or small office into a wall-to-wall network. Optimized for home entertainment systems or online gaming, the PowerLine HomePlug AV compliant premium products 500Mbps transfer rate to support multiple streams of HD content at blazing fast speeds, while the built-in QoS engine automatically prioritizes Internet traffic, ensuring glitch-free movies and gaming while web surfing and downloads are also in progress.

Availability and Pricing

The Amplifi family of products will be available throughout D-Link's vast network of

retail and e-tail outlets in North America, including Fry's and Micro Center, and at the company's online store, http://www.dlinkshop.com [1]. Detailed specifications and information are available online at www.amplifi.dlink.com [2] and availability and MSRP pricing is as follows:

- HD Media Router 1000 (DIR-657) – available now for $149.99
- Wi-Fi Booster (DAP-1525) – available now for $159.99
- Whole Home Router 1000 (DIR-645) – available in August for $119.99
- DHP-500AV Starter Kit (two adapters) – available now for $99.99
- DHP-501AV Adapter – available now for $159.99
- DHP-540 Four-Port Gigabit Switch – available now for $199.99

For more information visit www.dlink.com [3].

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