FOR IMMEDIATE RELEASE:

ETHERNET EXTENSION EXPERTS GOES AIRBORNE WITH WIFI ADDITION TO ITS LINEUP

Powerful, Flexible WiFi Access Point Helps Customers Cut Costs…and Cut the Cord.

LAS VEGAS, NV, October 13, 2009 -- Ethernet Extension Experts (or "E3"), designer and manufacturer of industrial ethernet extension solutions, introduces the latest extension to its product line, the 8440 Super-G Dual Network WiFi Access Point. With this addition, Ethernet Extension Experts looks to translate its success in ethernet extenders to the world of WiFi. Now, organizations can extend their ethernet up to 20x (1.13 miles) beyond its distance limit of just 328 feet and choose to go wireless –in a number of ways- thereafter.

The cost-cutting 8440 WiFi Access Point with POE (Power over Ethernet) is optimally designed for hospitality, commercial, residential, enterprise, meeting-place, and coffee shop facilities. Additionally, because it can draw its power over Ethernet, it doesn't require an external AC power adapter. This means that, so long as you have a proper PoE ethernet extender, you can deploy an 8440 WiFi Access Point remotely and discretely, without having to worry about whether or not there's AC on the other end. What's more, the 8440 comes equipped with a detachable antenna, granting you the ability to use a WiFi amplifier/booster, thereby dramatically increasing range and performance.

"It's one powerful Access Point. Actually, you can't even call it just that," said David Conners, E3's Director of Product Development. "The rugged, indoor-outdoor 8440 can act as a WiFi Access Point, in B and G, a Wireless Bridge *or* a Wireless Repeater. And it's powerful enough to penetrate concrete, steel, trees; you name it."

"For more advanced applications, technicians and engineers will applaud the 8440's discretion and convergence," cheered Felipe Tobilla, Technical Support Engineer. "On one hand, it's capable of dual WiFi bridging for two separate or isolated wireless networks. On the other, it can create isolated, secure connections for private and public access *at the same time*. That's wired via the LAN ports and wirelessly, of course. Plus, the level of security on this device is no joke. Its adaptive encryption algorithm and verification mode are the most advanced in the market, and it seamlessly supports WEP, WPA, WPA2, 802.1X and Radius. The 8440 WiFi Access Point is robust, flexible, and cost effective: a perfect complement to our wired ethernet extension solutions."

Ethernet Extension Experts (Enable-IT) is a pioneer OEM manufacturer of cost cutting plug-and-play Ethernet Extension solutions for the hospitality, commercial office, and multi-unit (residential or commercial) marketplace. They offer a wide range of solutions to extend ethernet networks, for every data type imaginable, up to 20x beyond the stifling IEEE/Ethernet distance limit of just 328 feet (or 100

meters). Their seamless solutions do this over your own –often forgotten- traditional copper-pair (e.g. telephone) wiring, effectively saving you thousands in overhead and security measures.

For more info, visit: www.EthernetExtender.com or

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