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**FOR IMMEDIATE RELEASE:**

## **Ethernet Extension Experts Announces Advent of World's First Copper-based Gigabit PoE+ Ethernet Extender at ISC West**

New Gigabit PoE+ Ethernet Extender Drives Full-Duplex 1,000MB Ethernet and power Out to 1,700 Ft/500 M When Combined with Multiple Units

LAS VEGAS, NV, March 29, 2009 --- Ethernet Extension Experts (or "E3"), designer and manufacturer of industrial ethernet extension technologies, used ISC West, one of the country's most important security expos, to announce the advent of the world's first copper-based Gigabit PoE+ Ethernet Extender, the Enable-IT 828. Using the same cost-cutting copper-based technologies as its other products, Ethernet Extension Experts' 828 utilizes organizations' abundant, often-forgotten telco copper wiring (or CAT-rated cabling) to drive full-duplex 1,000MB (true Gigabit) data and PoE+ out to 1,700ft/500m, when combined with multiple units. To the security and hospitality industries, this means that they can now affordably deploy high-powered, high-definition IP Cameras out to at least double gigabit ethernet's distance limit or, when daisy-chained across four units, run them out to as far as 1,700 feet.

The Enable-IT 828 is another solution from Ethernet Extension Experts that saves security dealers and



integrators thousands in infrastructure, administration, and security. By using preexisting copper wire infrastructure, like telco copper pair or CAT-rated cabling, security integrators can deploy full gigabit IP-based solutions at a much lower cost than having to install fiber or having to maintain aged technologies like run-of-the-mill ethernet bridges.

"This breakthrough in ethernet extension comes at a perfect time," said David Conners, E3's Director of Product Development. "I can't see a better time or place than this year's ISC West, in effervescent Las Vegas, to introduce what's

sure to become a necessary component of every security integrator's toolbox, the 828 Gigabit Ethernet Extender."

"YES, this is great news for the industry," said Felipe Tobilla, Technical Support Engineer. "Industrious integrators will find many profitable ways to use our new gigabit PoE extender, and we'll be right there to help them every step of the way."

The 828 Gigabit PoE+ Ethernet Extender standalone unit can be purchased at [www.EthernetExtender.com](http://www.EthernetExtender.com). It retails for \$200. Other options include a 828P kit for \$250 and includes (1) Enable-IT 828 Gigabit Ethernet Extender unit, one (1) one Enable-IT 360 60W-56VDC High power PoE+ injector, one (1) 828 user manual, one (1) 360 user manual, and one (1) 10' black ethernet patch cord. Quantity discounts are available and every purchase comes with free same-day shipping and a 45-day money-back guarantee.

Ethernet Extension Experts (Enable-IT) is a pioneer OEM manufacturer of cost cutting plug-and-play Ethernet Extension solutions for the security, hospitality, multi-unit (residential or commercial) marketplace. At [www.EthernetExtender.com](http://www.EthernetExtender.com), you'll find 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](http://www.EthernetExtender.com) or

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