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**FOR IMMEDIATE RELEASE:**

## World's First PoE-Enabled Gigabit Ethernet Extender Now Shipping!

Ethernet Extension Experts Begins Shipping its Game-Changing Gigabit Ethernet Extender

LAS VEGAS, NV, May 25, 2010 --- Ethernet Extension Experts (or "E3") is now shipping its much anticipated Enable-IT 828, the world's first copper-based Gigabit Ethernet PoE+ Extender. Using the same cost-cutting copper-based technologies as its other products, Ethernet Extension Experts' 828 drives full-duplex 1,000MB (true Gigabit) data and PoE+ out to over double gigabit ethernet's distance limit (800 feet vs. just 328 feet) or, when daisy-chained across four units, out to as far as 2,000 feet. This is a game-changer to data-intensive industries such as security, hospitality, and multi-media, because users can now blow past ethernet's distance limit by simply connecting the very affordable 828 to their standard CAT-rated cabling (CAT-5, 5e, or 6), rather than having to spend thousands on fiber or other resource-intensive solutions.



The Enable-IT 828 Gigabit Ethernet PoE+ Extender is another copper-based solution from Ethernet Extension Experts meant to save users thousands in infrastructure, administration, and security versus other extension options. This particular solution is long overdue in a space (data-intensive industries) where IT/security administrators habitually reach for costly, exotic solutions, because, to their knowledge, nothing else existed. Now, for just a couple

hundred bucks, making gigabit ethernet reach further is well within the reach of any IT or security administrator.

"We want to stop IT and security administrators from leaping to costly solutions to their gigabit ethernet extension needs," said David Conners, E3's Director of Product Development. "In fact, some administrators never take that leap, precisely because it can be so costly. What this little black box does is make it ridiculously simple and affordable to never have to make that decision. Moreover, it can transmit power over the same line, something most private fiber deployments cannot do."

"It really is extraordinary," said Felipe Tobilla, Technical Support Engineer. "Not only is it many fold cheaper than any other potential solution to *gigabit* ethernet extension; at a couple hundred bucks, it's also far cheaper than our competitors' copper-based products that run at one-tenth the throughput!"

The Enable-IT 828 Gigabit 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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