



## ETHERNET EXTENSION EXPERTS

**Contact:**

Jude Calvillo (Ethernet Extension Experts PR)

Phone: 888-309-0910

Fax: 320-215-6907

Email: [press@enableit.com](mailto:press@enableit.com)

**FOR IMMEDIATE RELEASE:**

### **ISC West News: Ethernet Extension Experts Now Offers the Premier Lifetime Warranty for Ethernet Extenders**

Creator of "Ethernet Extenders" Uses ISC West to Put its Money Where its Mouth is in Supporting its Best-in-Class Extenders.

LAS VEGAS, NV, April 1, 2014 --- Enable-IT - Ethernet Extension Experts, inventors and manufacturers of Ethernet and PoE extenders for the physical security industry, now offers the world's premier lifetime warranty on its Made in the USA Ethernet extenders. Rather than the 90 day or 1 year warranty that most other manufacturers offer, Enable-IT is offering lifetime warranties on its seminal Ethernet extenders. This means that organizations now have every reason to trust their long-range, mission-critical communications, like IP video and access control, to Ethernet Extension Experts' American-made products, before taking a chance on cheap, often foreign made extenders.

Ethernet extenders are plug-and-go devices that allow physical security integrators to use their infrastructure's existing copper wiring (e.g. Telco, Category-rated, Coax) to seamlessly drive data and power (PoE) up to 1 Mile/1.8 Km away. At just a few hundred dollars per kit, Ethernet extenders make a very affordable alternative to fiber deployment, which can get very costly to install and administer. However, the proliferation of copper-based extender manufacturing has unfortunately come with a rise in horror stories of organizations trusting their mission-critical security and communications to cheap, shoddy equipment. Ethernet Extension Experts is now offering lifetime warranties on its American-made Ethernet extenders to prove that its extenders are in a completely different class of reliability and performance.



"While we're always happy to get new business, we started feeling really bad for those numerous physical security experts who had called us after their so called 'value' gear had failed," said David Conners, Enable-IT's Director of Product Development. "Some people forget that these things are deployed in *mission-critical* situations, so you really shouldn't choose saving a tiny bit of money over keeping your security and communications as reliable as possible. Our American-made Ethernet extenders have withstood the test of time in mission-critical contexts ranging from physical security to space exploration, because our gear ain't cheap. This is why, after a brief analysis, we realized that

offering a lifetime warranty on our Ethernet extenders makes perfect sense. And ISC West is the perfect time and place to let security experts know that we got their backs!"

Enable-IT: Ethernet Extension Experts' Best-in-Class Ethernet extenders can be purchased at <http://www.EthernetExtender.com> or via your preferred reseller (e.g. PSA, Anixter, Graybar, Ingram Micro, etc; see website for list). Quantity discounts are available, and every purchase comes with free same-day shipping. Furthermore, all of their Ethernet extenders come with a 45-day money-back guarantee, a LIFETIME warranty, and the option to get Advanced Replacement (overnight replacement) of their mission-critical extenders at a small fraction of each extender's price.

Ethernet Extension Experts is a pioneer OEM manufacturer of industrial plug-and-play Ethernet Extension solutions for the physical security, hospitality, commercial office, and energy 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 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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