

PowerDsine Storms Ahead to Win 1st Place in 'Most Innovative Product' Category at the Networking Industry Awards 2003

Submitted by: eclat Marketing

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Power over Ethernet technology recognised as the way forward

London, UK - June 25, 2003 - PowerDsine®, the leading provider of Power over Ethernet technology, is proud to announce that the company has won the award for 'Most Innovative Product' at the Networking Industry Awards 2003. The company was presented with the award for the PowerDsine 6000 Midspan series at a gala dinner in conjunction with the networking for Business industry event on Tuesday 24 June at the Hilton Metropole Hotel, NEC Birmingham. PowerDsine was nominated in two categories and up against competition from Hewlett Packard, Cisco Systems, Cellglide and Mutiny. The Most Innovative Product award was presented to PowerDsine based on the functionality, features, innovation, performance, configuration, resilience, ease of use, price, fitness for purpose and market position of the PowerDsine Midspan series.

PowerDsine's Power over LAN Midspan is a device with multiple channels (6 to 24), which can be placed between any standard switch and a powered terminal to allow electrical power to be routed over Ethernet cabling; thereby offering users cheaper, more flexible deployment of devices, such as wireless LAN and voice-over-IP equipment.

PowerDsine was delighted to win this award, which honours only the very best in every field of the networking and telecommunications technology industry and was evaluated by a panel of judges that included high-ranking journalists, senior industry figures and established academics in the industry.

Founder and chief executive officer of PowerDsine, Igal Rotem, said: "We are thrilled to have won this very prestigious award, which is a recognition of our products and a credit to the corporate users and OEM partners who believed in our technology in the early days and are today reaping the business benefits of Power over LAN. This award, together with an approval in June by the Institute of Electrical and Electronic Engineers (IEEE) of the standard 802.3af-2003, which defines the specifications to deliver power over standard Ethernet cables, will help boost confidence and accelerate the deployment of Power over Ethernet technology. I confidently predict that in the next five years more than 75% of enterprise network devices will be able

to be powered by Ethernet."

Ends

About PowerDsine

PowerDsine is the leading player in Power over LAN(tm) technology providing the ability to deliver both power and data over a single network cable. PowerDsine offers converged power and data solutions to corporate users via its own range of equipment and via OEM agreements with the leading communications equipment manufacturers in the telecom and datacom industries. PowerDsine's product line offers a variety of Power over LAN midspan devices as well as integrated solutions, which are embedded directly into Ethernet switches. PowerDsine is a founding member of the IEEE 802.3af Task Force. For more information, please visit <http://www.powerdsine.com>

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