



**ETHERNET EXTENSION EXPERTS**

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**FOR IMMEDIATE RELEASE:**

**ETHERNET EXTENSION EXPERTS INTRODUCES 360 AND INJECTS MORE POWER OVER  
ETHERNET EXTENDER MARKETPLACE**

**E3's Latest Power over Ethernet (PoE) Injector Effortlessly Adds Power and Goes the Distance**

LAS VEGAS, NV, November 16, 2009 -- Ethernet Extension Experts (or "E3"), designer and manufacturer of industrial ethernet extension solutions, introduces the 360 Power over Ethernet (PoE) injector. The 360 injector seamlessly adds 60W/56VDC Power over Ethernet capabilities to any Ethernet-based LAN but truly flourishes in E3 extended ethernet networks. When coupled with its sister product, E3's 860 Ethernet Extender, it can drive Power over Ethernet all the way out to 2,500 feet.



The Enable-IT 360 60W/56VDC Power over Ethernet Injector works by "injecting" 60W/56VDC of power through your existing ethernet connection to a remote ethernet device, thereby removing your device's need for an external, often bulky, power supply. This makes the 360 the perfect solution for delivering power to devices such as IP/security cameras and WiFi Access Points, where the use of an external power supply is either not optimal or not feasible.

"That's just half of the story," said David Conners, E3's Director of Product Development. "This elegant PoE injector is only bound by your ethernet connection's distance limit. Traditionally, that's a meager 328 feet, but if you also happen to own one of our ethernet extender solutions, you can hook that up to the 360 injector and drive 60 watts of power much, much further! In fact, if you couple the 360 with another one of our products, the 860 Ethernet Extender, you can drive its power all the way out to 2,500 feet!"

"For security professionals looking to deploy long-distance IP cameras, wireless access points, or other potentially PoE devices, this is a no-brainer," said Felipe Tobilla, Technical Support Engineer. "Actually, it's a no-brainer for anyone who could use to send power over ethernet and drop their need for an AC or DC power-supply at a connection's tail-end. The big bonus here is that the device works especially great with our ethernet extension solutions. Dream big, deploy big, and, as usual, we'll be there with you every step of the way."

The Enable-IT 360 retails for \$80 and can be found at Ethernet Extension Experts' website: [www.EthernetExtender.com](http://www.EthernetExtender.com). It supports PoE Plus (IEEE 802.3at), operates at 60W/56VDC, and integrates seamlessly via RJ-45 ethernet connection while supporting 10/100/1000 Mbps ethernet data and Gigabit VOIP. More info provided on website.

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](http://www.EthernetExtender.com) or

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