

IP SOLUTIONS

Extension Products Increase Ethernet Possibilities

IP cameras are a technology on the rise, but one limiting factor can be Ethernet's distance limit of just 328 ft. (100m). This poses some interesting and expensive challenges to installers

20 times beyond or more than 1 mile) by using the wiring that is usually already on hand.

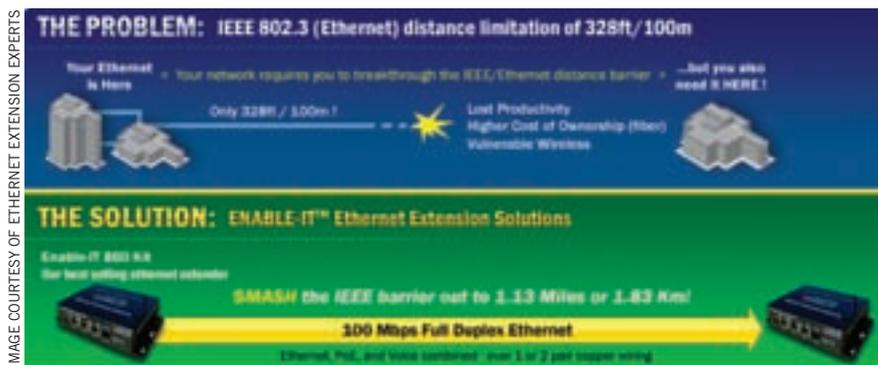
"With Ethernet extensions, the barriers that were put in front of you before don't

transparently drive Ethernet communications between geographically separated LANs or long-distance LAN devices over the same cabling used for telephone communications. They can either run Point-to-Point (also called "backbone") or Point-to-Multipoint (also called "Ethernet DSLAM"). While Ethernet extenders use a variety of transmission technologies, the most common type uses copper wiring, operating on one or two pair unconditioned wiring (POTS) up to category rated twisted pair (CAT3-CAT6).

Sound complicated? Conners said it is not. Plus, at Ethernet Extension Experts, there is a focus on walking customers through both what they need and how to implement it.

"We strive to keep it as simple as possible, and we will work with people as long as it takes to understand their situation and meet their needs," said Conners. "We've put a lot of time into our manuals; we have tech support available through multiple methods including live chat where you can talk directly to an engineer, phone and e-mail; We will do technical diagrams; we offer product documentation and manuals; we have a FAQ library with a product-specific list; and we work closely with customers and create products or enhance products to meet their individual needs. While a traditional OEM order may require a minimum order of 5,000 or so, we will do quantities even as small as five units and let our customers test it. Plus we offer a 45 day money back guarantee. It takes away all the barriers to try Ethernet extenders. People will be amazed by the performance and how extremely cost effective the technology is," concluded Conners.

For more information, call 888-309-0910 or visit www.EthernetExtender.com. — **By Heather Klotz**, Associate Editor



who need to securely deploy IP cameras and related Ethernet devices over very long distances. The Ethernet extender is a low-cost solution.

"Ethernet extenders are a major cost and time saver," said David Conners, director of technical services, at Ethernet Extension Experts. "If an installer is taking a look at deploying IP cameras where they were used to using coax, doing IP can seem limited and costly. But with Ethernet extenders, instead of a major, expensive engineering project, you take a kit and plug it in right out of the box and get your system up and running."

Enable-IT Inc. (now named Ethernet Extension Experts) first developed its Ethernet extension devices in 1997 and employed both powered and unpowered transmission technologies to deliver broadband speeds over CAT-2 through Cat-6 UTP, telephone wire, coax, alarm circuit and dry pair or wet pair cabling. Ethernet extenders drive modern throughput levels of data to distances many times beyond Ethernet's inherent limit (some extenders drive data up to

exist anymore," said Conners. "It is not cost prohibitive. You are not putting in fiber. You are not trenching. You are not dealing with cities. You are not getting permits. We are talking a few hundred bucks for a solution that works."

Ethernet extenders (sometimes called "Cat 5 extenders" or "Ethernet repeaters") are LAN modules that can be used to



Ethernet extenders from Ethernet Extension Experts are manufactured in the United States and increase the range of Ethernet devices.