D-Link Brand Guidelines

Connect to More

D-Link
Building Networks for People

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Connect to More

D-Link®
Building Networks for People

Section One:
The Brand

D-Link®
Building Networks for People

Introduction

D-Link has a unified positioning and design system that is reflective of our brand, enhances our perception in the market and, importantly, aligns our value propositions.

Our goal: to speak powerfully, simply and in one voice to the market about how D-Link products align with our customers'needs, whether those customers are home consumers, businesses, service providers or channel partners. We have one message, one look, one company.

Our positioning – '*Connect to More*'– communicates D-Link's commitment to helping all customers get what they want from their network solutions – more experiences, more productivity, more opportunity, more value.

Simply, *more.*

This document is intended to demonstrate and guide the effective use of D-Link's brand, messaging and style.

It is required that you follow the guidelines outlined within this document for every piece of D-Link communication you create.

If you have any questions, please email dlinkbrand@dlink.com

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D-Link
Building Networks for People

Our Purpose and Values

Today

D-Link is a leading global provider of network technology solutions that empower consumers and businesses to connect with information, resources and each other.

This important purpose manifests in our **Building Networks for People** corporate tagline – which served as the basis for developing our brand positioning and design.

Our Purpose

Building Networks for People – allowing consumers and businesses to connect with information, resources and most importantly each other.

Our Brand Values

Innovation
D-Link defines technology innovation – designing award-winning, first-to-market products that are based on industry standards and that connect you to more.

Value
D-Link does more than just providing consumers, businesses, service providers and channel partners with the best technology solutions. We also ensure customers get superior products, with the richest capabilities and smartest technologies at an affordable price.

Ease
At D-Link, our products are developed with our customers in mind. Products that are easy for consumers to install and use confidently. Products that reduce network complexity for businesses, while offering more capability and interoperability. Products for service providers that offer cost-efficient, intelligent technology solutions. Products for channel partners that enable their businesses to grow. And products for everyone that deliver quality and reliability.

Flexibility
D-Link has an extensive product portfolio and wide range of services that provide our customers with the flexibility to adapt, integrate and grow their technology solutions. Our products seamlessly work together and connect with other vendors' devices, making it easy for consumers and businesses to effortlessly grow their networks. Our development capabilities allow us to be quick to react and offer bespoke product solutions to service providers.

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Building Networks for People

Connect to More

Value Proposition

For consumers, businesses, service providers and channel partners seeking to connect to more – more experiences, more excitement, more productivity and more opportunity – we provide innovative, affordable and intuitive network solutions that make it all possible.

Benefit Statement

The right network is the foundation that:
- lets you do more.
- links all your devices easily, seamlessly, anywhere.
- links you to 'now and next' online experiences without complexity.
- meets all your business networking needs, from switching to mobility and storage to surveillance, with complete solutions. The right network solution does what you need it to do today, and tomorrow.

Today, D-Link is building innovative network solutions that meet people's needs for:
- better performance and flexibility.
- intuitive ease of use.
- the richest capabilities, smartest technologies, at affordable prices.

Network solutions that connect you to more.

D-Link®
Building Networks for People

Poisitioning: The Master Brand

D-Link Purpose – Corporate

Building Networks for People

Enabling people to connect with information, resources and most importantly each other.

The 'Building Networks for People' tagline should be present on all our corporate communications, such as email signatures, business cards etc.

D-Link Purpose – Business

D-Link for Business

Enabling businesses to be able to grow, expand, create and enhance productivity.

The 'D-Link for Business' logo should be present on all our business communications and campaigns material.

D-Link Purpose – Consumer

Home is where the SMART is

Enabling consumers to connect, view, monitor, share, control, entertain and work from anywhere.

The 'Home is where the Smart is' logo should be present on all our consumer communications and campaign materials.

Brand Personality

Exciting, Pragmatic, Genuine, Customer-Focused.

Brand Value Proposition

Connect to More

Connect to More is the brand value proposition that supports and helps to bring our purpose to life.

More experiences, more excitement, more productivity and more opportunity – we provide the innovative, affordable and intuitive network solutions that make it all possible.

Connect to More should not replace any logo taglines. It should be included on campaign materials where appropriate.

Connect to More

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Poisitioning: The Master Brand

Brand Pillars

Innovation

D-Link defines technology innovation – designing award-winning, first-to-market products that are based on industry standards and that connect you to more.

Value

D-Link does more than just giving consumers, businesses, service providers and channel partners the best technology solutions. D-Link ensures customers get the most superior products, with the richest capabilities and smartest technologies at affordable prices.

Ease

At D-Link, all our products are developed with our customers in mind. We develop products that are easy for consumers to install and use confidently. Products that reduce network complexity for businesses, while offering more capability and interoperability. Products for service providers that offer cost-efficient, intelligent technology solutions for their customers. Products for channel partners that make it easy for them to grow their business. And products for everyone that deliver quality and reliability.

Flexibility

D-Link has an extensive product portfolio and wide range of services that provide our customers with the flexibility to adapt, integrate and grow their technology solutions. Our products seamlessly work together and connect with other vendors' devices, making it easy for consumers and businesses to effortlessly grow their networks. Our development capabilities allow us to be quick to react and offer bespoke product solutions to service providers.

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Section Two:
The Brand Toolkit

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Building Networks for People

Tone of Voice

Let's talk...

The way we talk to people about D-Link and our products is crucial.

We want to be knowledgeable, positive, friendly and direct. All of our messages should get straight to the point.

When talking to customers, messaging should be tailored to the audience, de-jargonising technical language where appropriate.

Our tone of voice should be:

Knowledgeable
We want people to understand and trust that we know what we're talking about.

Confident
Talking about the business and products confidently will instil a level of confidence in the reader.

Approachable
If we're friendly and uncomplicated in our communications and approach, people will have the same impression of our products.

Direct
Cut out the jargon. Always try to inform readers of the benefits. There's a time and a place for technical information.

Good words and phrases to use:

- Innovative
- Forward Thinking
- Smart Technologies
- Affordable
- Experience
- Heritage
- Intuitive Solutions
- Award Winning
- Rich Capabilities
- Advanced Technologies
- Commitment
- First to market
- Quality
- Reliability
- Flexibility.

Remember, when talking about D-Link, be positive about the company and technology.

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Logo

The D-Link logos

Wherever possible the D-Link logos should always be used as they appear above, with the tagline included where applicable.

There may be instances where including the tagline may not be possible, for example in small-scale online banners where the tagline would be rendered illegible.

As a simple rule when using the D-Link logos, always ensure the tagline is legible. If it isn't legible, please revert to using the logo without the tagline.

Exclusion zone

When placing the logo, allow for a minimum exclusion zone of at least half of one 'D' height between the logo and any boundary surrounding it.

Minimum sizing

The logo with the tagline should never be less than 25mm wide in print and 125 pixels in digital. If you require the logo any smaller than this, you may remove the tagline if deemed to be too small.

The logo without the tagline should never appear less than 15mm wide in print. When used digitally, please use your common sense to ensure the logo remains legible.

25mm with tagline   15mm without tagline

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Logo

D-Link logo colour variants

For recognition and consistency, the logo can only be used in a restricted range of colours, shown below:

Using the colour variants

D-Link Teal should be used for corporate communications. D-Link Teal and black logos should only ever sit on a white background. If a coloured background is used please revert to white.

Please contact your local marketing department for any materials from the guidelines.

Teal

CMYK: 100, 0, 19, 23
HEX: #0087A9
Pantone: 3145 C
RGB: 0, 141, 168

Black

CMYK: 0, 0, 0, 100
HEX: #000000
RGB: 35, 31, 32

White

CMYK: 0, 0, 0, 0
HEX: #FFFFFF
RGB: 255, 255, 255

✔ **Correct use of the D-Link logo**

✖ **Incorrect use of the D-Link logo**

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Logo

D-Link logo colour variants

The white logo may sit on an image, but only if the section of image is dark enough for the logo to be entirely visible. Exclusion zone rules apply.

The correct example shows the logo on a clutter-free background, with enough contrast for the logo to be visible.

The incorrect example shows the logo placed on a cluttered area of the image with little contrast, where it is not very visible. Here you would use the logo within a strip.

Either way, the logo should be placed top left or bottom right.

✓ Correct example

✗ Incorrect example

Logo

The position of the D-Link logo

The D-Link logo must always appear top left or bottom right, whether in or out of a logo strip.

Use the exclusion zone as a guide to confirm how far from the edges of a document the logo should appear.

When the logo is aligned top left:

Elements such as URLs or additional logos should appear either underneath the logo, or on the right-hand side of the document using the spacing guides described.

When the logo is aligned bottom right:

Elements such as URLs or additional logos should appear either above the logo, or on the left hand side of the document, using the spacing guides described. When the logo is placed bottom right, where possible, nothing should appear underneath it.

URL / Logo here

URL / Logo here

URL / Logo here

URL / Logo here

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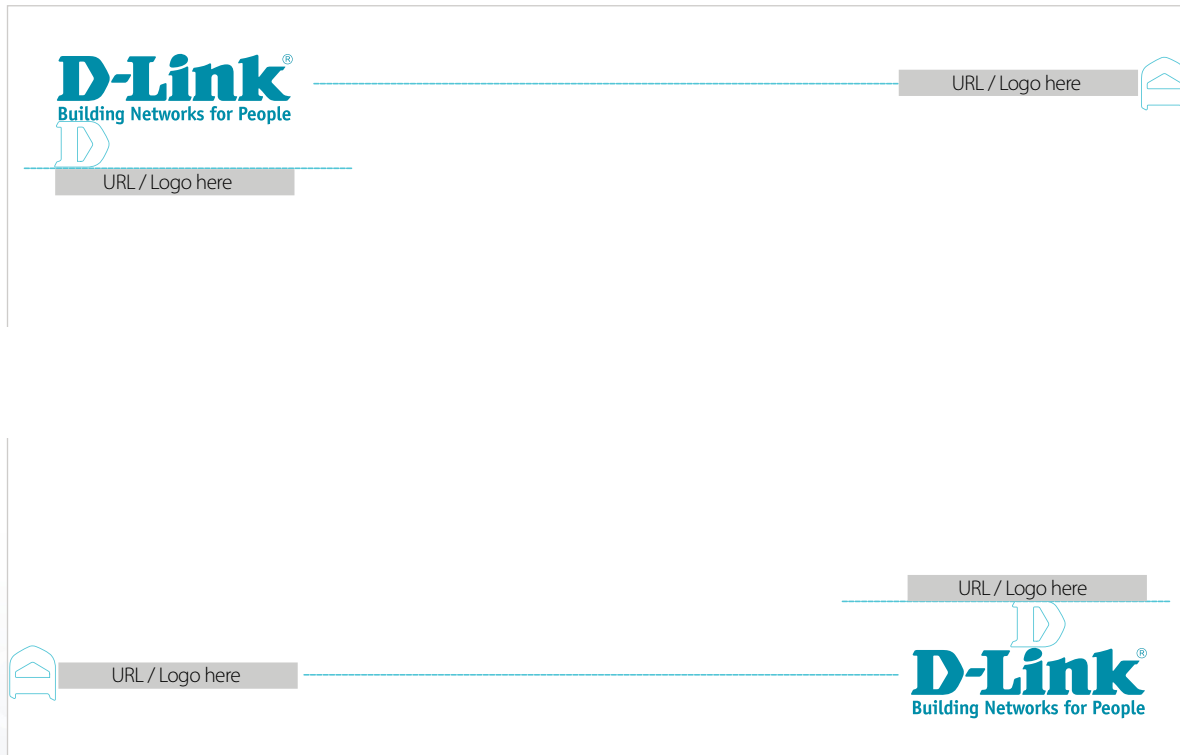
Logo

The D-Link logo strip

The logo can also sit within a strip, in either the top left or bottom right corner of a layout. It is positioned half a 'D'height from both the top and bottom of the strip, and one 'D'height from the right.

The logo strip can run along the top **or** bottom of a layout. **Never both**. For dimensions, see the diagram on the right.

A logo strip should never appear on a piece of video or on TV, just the D-Link logo with tagline.

The definit ion of a logo strip

A band of colour that contains the logo and runs from the left to right edges of a layout. The height must measure half a 'D'height above and below the logo.

An example of the logo strip

Minimum depth 20mm or 60px
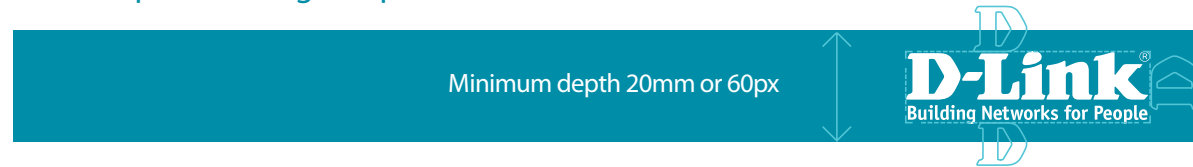
The logo strip on an A4 page

For print, the minimum depth of the strip is 20mm, which then increases depending on paper size:

- A5 / Statement Half Letter – 20mm
- A4 / ANSI A (Letter) – 20mm
- A3 / ANSI B (Tabloid/Ledger) – 30mm
- A2 / ANSI C – 40mm
- A1 / ANSI C – 55mm

When using other paper sizes you should use common sense and resize proportionally.

Online banner example

For digital use, the same rules apply to positioning and the minimum depth of the logo strip is 60 pixels.

A4 Page

20mm

Online Banner
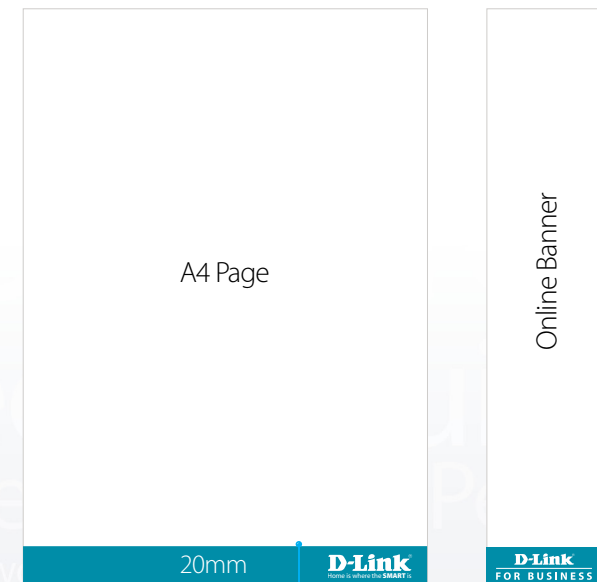
Logo

The D-Link logo strip colour variants

For brand consistency, the colour variants of the logo strip are limited to those shown on the right.

Usage of logo strip colour variants

The teal, white and black strip variants are mostly used in print and corporate communications.

Black on white is used when producing print-friendly documents on which less ink will be used in the printing process, or when there is a particularly dark and busy background.

Please contact your local marketing department for any materials from the guidelines.

The logo strip colours

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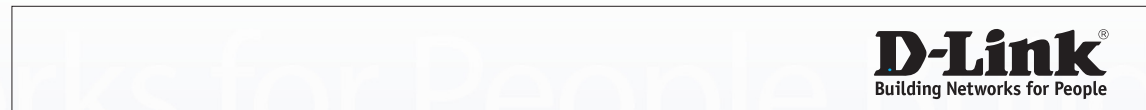
Logo

Placing other elements within the logo strip

Additional elements may be placed within the logo strip. These elements include: sub-brand logos, co-brand logos, URLs, contact/crucial information and calls to action.

Any logos or text placed within the coloured strip must be white, otherwise they should sit outside the strip. If the strip is white, then text and logo within should be black or teal.

When the logo is placed left of the strip, elements should be right-aligned from the right side and run up until the exclusion zone shown.

When the logo is placed right of the strip, elements should be left-aligned from the left side and run up until the exclusion zone shown.

Exclusion zone within the logo strip (at the top of a page)

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Exclusion zone within the logo strip (at the bottom of a page)

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Logo

D-Link logo strip usage suggestions

Elements such as logos, URLs or crucial text may be placed within the strip.

The logo strip can run along either the top or the bottom of a page. It must run flush against either the bottom or top edge.

The logo strip must also run entirely from left to right and never be shortened or made deeper.

The logo strip must not be used in Microsoft Office applications.

✔ Correct examples

Lorem ipsum dolor sit   **D-Link** Building Networks for People

The strip can run along the bottom of a page. Text contained within the strip is white.

D-Link Building Networks for People

The strip can run along the top of a page.

✖ Incorrect examples

Lorem ipsum dolor sit amet consect ring   **D-Link** Building Networks for People

There is a gap between the strip and the page edge. Additional elements in the strip should be white.

D-Link Building Networks for People

The strip has been shortened and no longer complies with the definition of a strip.

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D-Link Building Networks for People

Sub-brands and Co-brands

What are sub-brands?

All sub-brands are defined product ranges or programmes that have their own name and visual identity and sit under the D-Link parent brand. Examples include mydlink™ or Vigilance.

Sub-brand logo positioning

If a logo strip is used, the sub-brand logo may sit within the strip, but only if it is white. The positioning must adhere to the guidelines on page 16.

If a white logo cannot be obtained, then it should be placed outside of the strip, at a distance of at least one 'D' height from the strip.

If no strip has been used, the positioning of the sub-brand logo should adhere to the guidelines on page 13.

Sub-brands should not be used without the presence of the D-Link logo.

Examples of sub-branding

Sub-brands and Co-brands

What are co-brands?

Co-branded materials are those communication pieces that contain both D-Link branding and 3rd party branding. These instances will occur both in business and consumer markets, and on and offline.

Co-brand logo positioning

If a logo strip has been used, the co-brand logo may sit within the strip, but only if the logo is white.

If a white logo cannot be obtained, then it should be placed outside of the strip, at a distance of at least one 'D' height from the strip.

If no strip has been used, the positioning of the co-brand logo should adhere to the guidelines. Multiple logos can be stacked above one another, once they have reached the exclusion zone.

Co-brands should not be used without the presence of the D-Link logo. Co-brand logos should be sized equal to or less than the size of the D-Link logo.

Examples of co-branding

Sub-brands and Co-brands
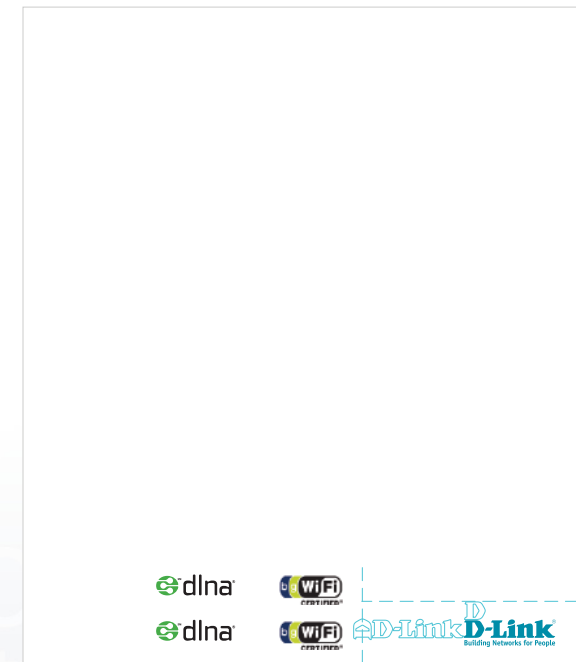
Co-branded material & D-Link sub-brands

Occasionally, a D-Link sub-brand or series of sub-brands will appear within a co-branded communication piece. In this situation, the relationship between the sub-brand logo and the co-brand logo should follow these guidelines.

If a logo strip has been used:

A white sub-brand logo may sit within the logo strip. The co-brand logo should be placed outside of the strip, at a distance of at least one 'D' height from the strip.

Without the logo strip:

The sub-brand logo sits horizontally level with the D-Link logo, within the logo strip area. The co-brand should be placed outside of the strip area and exclusion zone either above the sub-brand logo when placed in a footer, or below the sub-brand logo when placed in a header.

Examples of sub-branding and co-branding

Connect to More
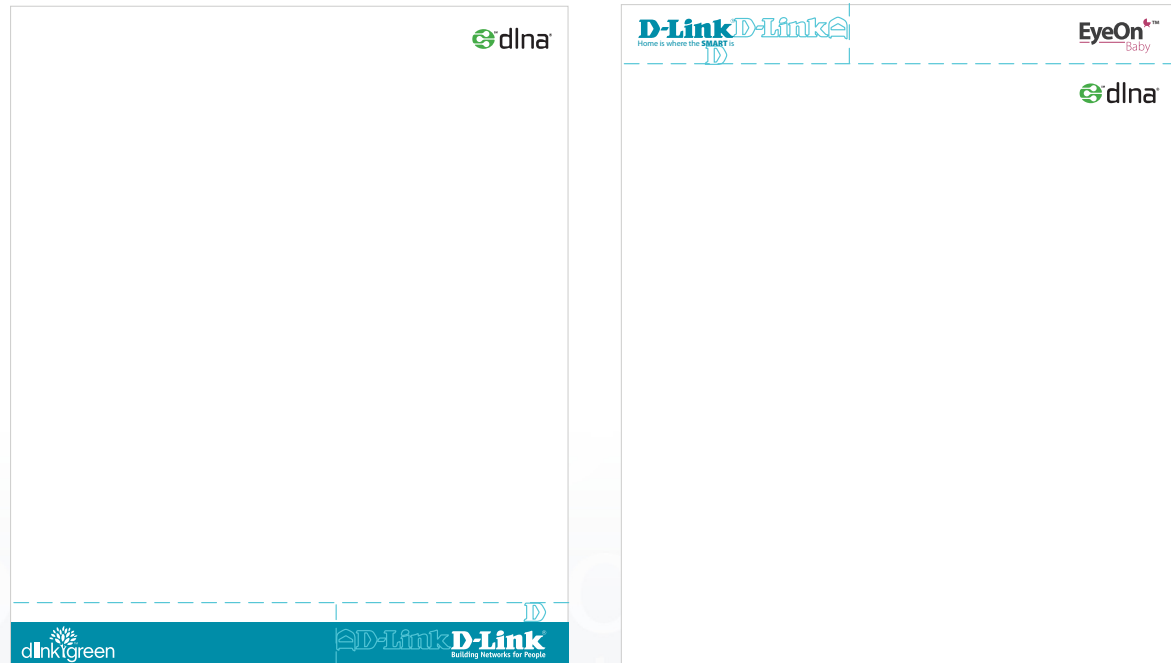
Typography

Print font and typography

We use the Myriad Pro font family for consistency in all our designed **print communications**. Examples of this include corporate profiles, product guides and annual reports.

Myriad Pro Light is used for headings, sub-headings and body copy, size being the factor that contrasts the three.

Myriad Pro Regular can be used sparingly to highlight text when Light will not suffice.

Bold should only be used where significant stand-out is needed.

Kerning and leading can be adjusted to achieve a more distinct look.

Apply a kerning factor of -25 to text to make it look modern, but legible.

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Myriad Pro Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Myriad Pro Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Myriad Pro Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

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Typography

Office documents

We use the Verdana family for consistency in all documents produced in **Microsoft Office applications**.

This means all internal documents produced using Microsoft Office or similar computer based software. This includes corporate Word documents and PowerPoint presentations, regardless of whether that document is for internal or external consumption.

Bold weighting can be used for headings, sub-headings or where emphasis is needed. In PowerPoint, if bold is used, it must be consistent throughout the document. Regular weighting should be used for body copy.

Online fonts

When working online, Verdana 10pt is the default font and smallest size for HTML body copy. Please allow 1.5 line height spacing to ensure text is easy to read and try to avoid long paragraphs of text.

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Verdana Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Verdana Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

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Colour Palette

Teal is the primary D-Link colour and should be used on all communications. Use in headlines and highlights, but don't overuse or use in large blocks.

Grey should be used as a secondary colour to complement the use of Teal. If required, tints lighter than the specified Grey can be used to add variety to a document, for example a bar chart.

Black should be used for all body copy in communications. Don't use large blocks of Black, apart from the Black logo strip, as it can become overpowering.

White should be used as much as possible. White space makes communications feel simple and modern as well as making them more effective.

Teal and Grey gradients can be used to give depth and add interest to communications. Use these sparingly to add effect. Levels of opacity can be applied to the gradients, levels used will depend on the individual communication.

Imagery can also be used to add colour to any piece of communication.

Teal

CMYK: 100, 0, 19, 23
HEX: #0087A9
Pantone: 3145 C
RGB: 0, 141, 168

Grey

CMYK: 19, 15, 16, 0
HEX: #CCCCCC
RGB: 205, 204, 203

Black

CMYK: 0, 0, 0, 100
HEX: #000000
RGB: 35, 31, 32

White

CMYK: 0, 0, 0, 0
HEX: #FFFFFF
RGB: 255, 255, 255

Teal Gradient

CMYK: 100, 0, 19, 23
HEX: #0087A9
Pantone: 3145 C
RGB: 0, 141, 168

CMYK: 95, 55, 45, 25
HEX: #005567
Pantone: 3165 C
RGB: 0, 85, 103

Grey Gradient

CMYK: 19, 15, 16, 0
HEX: #CCCCCC
RGB: 205, 204, 203

CMYK: 0, 0, 0, 0
HEX: #FFFFFF
RGB: 255, 255, 255

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Photography

All imagery used should reflect the company and be contemporary and aspirational.

Images of people should look positive, natural and realistic; avoid staged or posed shots. Wherever possible, use images that show people in a natural environment relevant to your territory and to the nature of the content.

Backgrounds should be relatively clutter-free with a clear point of focus. Consider cropping an image to make it more interesting, yet maintain the central point of focus.

Look at the examples on the right for some suggestions regarding imagery.

D-Link product photography should be used wherever possible when referencing D-Link products. Products should be displayed clearly and cleanly and without clutter around them.

✔ Examples of inspirational imagery

Please ensure that for any images you use, you have the correct rights for media use in your region.

Wherever possible, use images that are clean, contemporary and aspirational.

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Iconography

What is an icon?

Icons are those illustrations that are used to demonstrate how D-Link technology and products work and interact.

Icon usage suggestions

Icons are for the purpose of explaining (e.g. showing connectivity between two devices) rather than taking the place of imagery. For instance, graphic icons are used in brochures to demonstrate our product usage and features.

Icon libraries

Please contact your local marketing department for any materials from the guidelines.

Packaging

Business IP Surveillance

Consumer Network

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Section Three:
The Brand Applications

D-Link®
Building Networks for People

Corporate Stationery
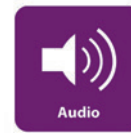
Letterheads

The logo in D-Link Teal is used on letterheads and is always positioned to the depth of one 'D' below the top edge and one 'D' from the left edge.

The address information is in Myriad Pro font, set at 8pt in grey (CMYK: 0,0,0, 60).

A thin grey line separates the address information from other information. This section of copy is centrally aligned.

Continuation sheets are as the letterhead, but with no address information.

Please contact your local marketing department for any materials from the guidelines.

Minimum exclusion zone

Address information, centrally aligned

D-Link
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D-Link (Europe) Ltd., D-Link House, Abbey Road, Park Royal, London, NW10 7BX, U.K. • Tel: +44 (0)20 8955 9000 • Fax: +44 (0)20 8955 9003 • www.dlink.co.uk

Registered in England No. 3062020 Registered Office: D-Link House, Abbey Road, Park Royal, London, NW10 7BX, U.K. VAT No. GB662 8807 06

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D-Link
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Corporate Stationery
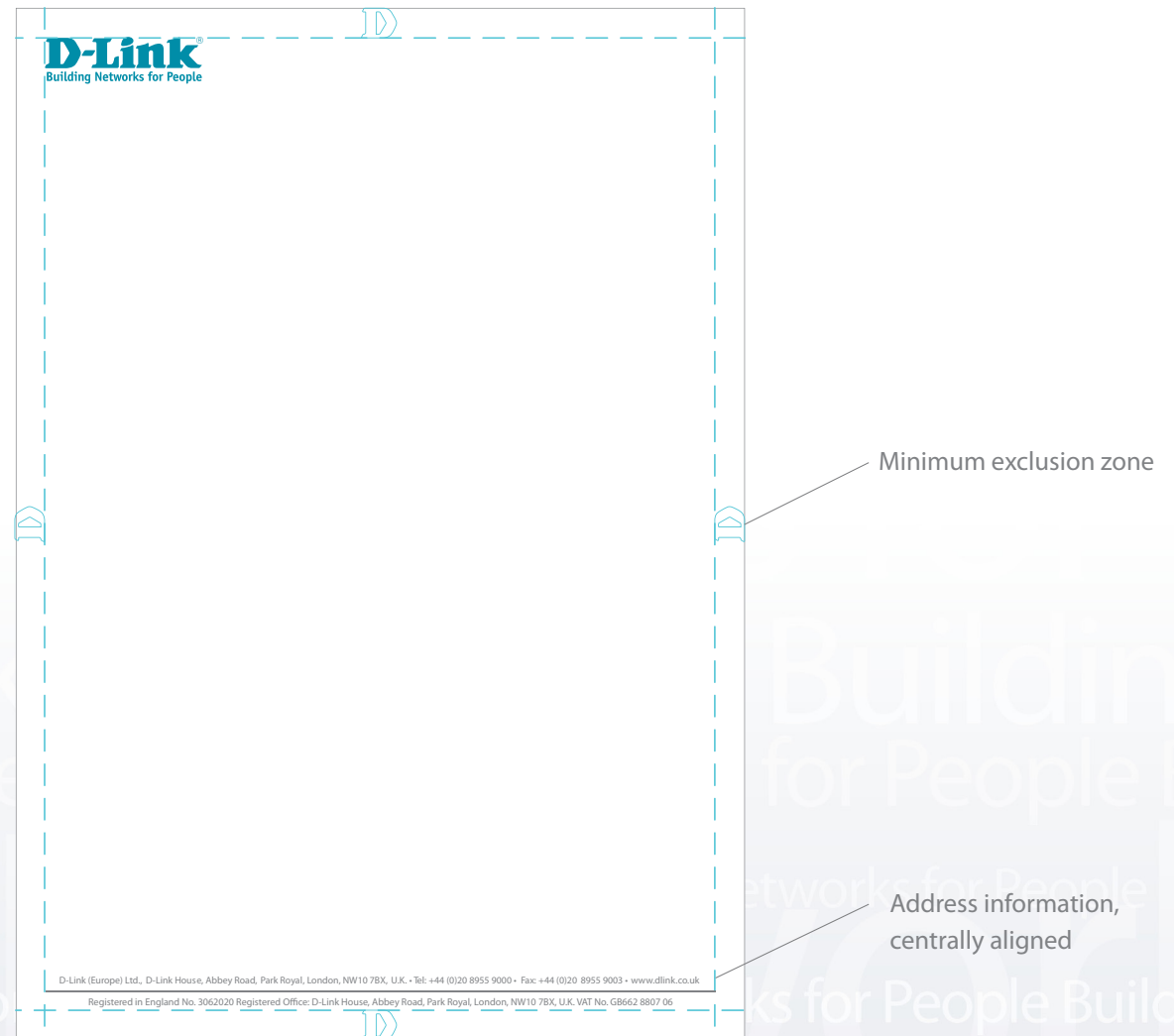
Compliments slips

On compliment slips the logo in D-Link Teal is used and is always positioned to the depth of one 'D' below the top edge and two 'D' heights from the left edge.

'With Compliments' is set in Myriad Pro font at 17pt. The address information is set in Myriad Pro font at 9pt and left-aligned, the longest line being 2x the depth of the 'D' from the right edge.

The address information does not have to be included if not needed.

The font colour is set in grey (CMYK: 0,0,0,60). The URL is set at 9pt.

Please contact your local marketing department for any materials from the guidelines.

D-Link
Building Networks for People

D-Link (Europe) Ltd,
D-Link House,
Abbey Road,
Park Royal,
London, NW10 7BX, U.K.
Tel: +44 (0) 20 8955 9000
Fax: +44 (0) 20 8955 9003

With Compliments   www.dlink.co.uk

Minimum exclusion zone

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Business Cards

For D-Link business cards, the logo with strap line in D-Link Teal is placed in the top-left corner.

An exclusion zone of the height of a 'D' is set around the perimeter of the card.

Myriad Pro Light is used. Text is always left-aligned, unless the language being used is read right to left, in which case the appropriate template should be used.

Colour: White
Size: 85mm x 50mm
Paper stock: 350gsm
Region: 11pt, D-Link Teal
Name title: 11pt, D-Link Teal
Position: 8pt, black
Email, Telephone and Fax: 8pt, black
Address and URL: 7pt, grey

If possible, the logo should be embossed.

Please contact your local marketing department for any materials from the guidelines.

85 mm width

50 mm height

D-Link
Building Networks for People

Europe

A. N. Other
European Product
Marketing Manager

T: +44 (0)20 8955 9000
F: +44 (0)20 8955 9003
E: another@dlink.com

D-Link (Europe) Ltd, D-Link House Abbey Road, Park Royal, London, NW10 7BX, United Kingdom www.dlink.co.uk

Layouts for languages reads from left to right.

D-Link
Building Networks for People

המוג גרסאות

A. N. Other

צריך להיד בטח שאר
משהמביך חביתר הטסקט
כל מחלק־ילי הטסקט של

עמדה מבוסטת
שדעות של הקה אתר

החקל שגמ של דפס רישיבל הברית איתוחכד־לייצ סט של ספר
ד־ליצ סט של ספר רגדיינ ךפס הז דרש

PowerPoint Templates

**Logo placement on slides:
top left/bottom right**

The logo might change depending on presentation content.

Please contact your local marketing department for the latest PPT presentation templates.

D-Link®
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Heading 36pt Verdana
Subheading 20pt Verdana

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PowerPoint Templates

Content slides

When creating a PowerPoint presentation, all slides should be consistent and follow the same specifi cation:

The font Verdana regular should be used throughout the presentation.

Slide titles should be approximately 36pt.

Headlines should be approximately 20pt.

Body copy should be 16pt and consistently black.

Bullet points should be round.

Colours used within the content slides should work

in harmony with the cover/master slide.

Sub/co-branding logos can feature within the

PPT according to the guidelines on pages 18-20.

- **Slide Title – 36pt Verdana**

Page Heading – 20pt Verdana

Body copy – 16pt Verdana

D-Link
Building Networks for People

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Press Releases

Press Releases should be used to communicate company announcements or new product developments.

The logo might change depending on press release content.

Please contact your local marketing department for any materials from the guidelines.

D-Link
Home is where the **SMART** is

PRESS ANNOUNCEMENT

Service providers set to expand market opportunity with D-Link smart home ecosystem

European ISPs developing 'fifth play' offerings with D-Link smart home solutions

London – October 20, 2015 – D-Link is to enable ISPs to accelerate the introduction of 'fifth play' services, and a crucial route to enhanced customer loyalty, by offering its smart home ecosystem through telecoms service providers across Europe.

Service providers have already enhanced their customers' homes through enabling connectivity and entertainment, and are now using that expertise, infrastructure and customer relationships to add smart home technology to their services. Service providers are looking at ways to better support their customers as they seek to monitor, control and protect their homes with home automation devices.

Through D-Link, service providers will have access to a full smart home ecosystem with proven market success, including contact sensors, sirens, smart plugs, water sensors and security cameras. D-Link is the market leader in home security cameras with 67.9 per cent market share by units shipped across Europe*– as consumers view security cameras as a priority device in making their home smarter, service providers are seeking to take advantage of this opportunity. At the same time, consumers want the support of service providers to simplify the installation process.

Kevin Wen, President of D-Link Europe Ltd comments: "Service providers know their customers are exploring the possibilities of implementing smart home devices, particularly for ensuring their home security, and adding that to their offering is a key growth area for them. They have a unique opportunity to manage the process for their customers, from helping them to select the right products, offering installation and providing on-demand support. They already have the infrastructure in place to deliver this. This is a key route to market for D-Link and an area we know service providers are set to benefit greatly from."

Roberto Sista, Head of Device and SIM Offers at WIND, which has expanded its service offering with D-Link security cameras, comments: "As part of our commitment to our customers, we ensure we can offer the services and products they need. We know that security is a key priority and that by adding D-Link smart home products to our offering, they have a reliable and easy way to add smart home functionality to their homes."

Where D-Link has worked with ISPs across Europe to enable home connectivity, the addition of smart home allows service providers access to the widest range of home automation products currently on the market. It also allows service providers to benefit from D-Link's heritage as a provider of a secure cloud platform that allows customers to remotely access and manage their smart home devices. Service providers can therefore quickly offer their customers access to an effective and secure way to manage their smart home devices.

END OF ANNOUNCEMENT

Connect to More

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Whitepapers

Whitepapers should be used to document processes or real-life examples of D-Link technology in action.

Please contact your local marketing department for any materials from the guidelines.

D-Link®
FOR BUSINESS

white paper
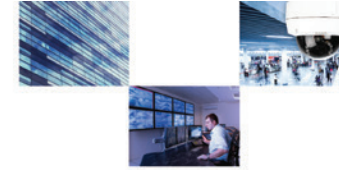
How to Sell IP Surveillance Solutions
A Guide for Value Added Resellers and System Integrators

IP Surveillance A Major Growth Market for Resellers

Businesses of all sizes have improved productivity, driven operational efficiency and enabled unprecedented employee mobility by improving their networking infrastructure. These same organizations can extend the utility of their data networks to IP video surveillance systems providing a myriad of additional capabilities from physical security to logistics support.

2 Million
network cameras shipped globally in 2010
- Yano Research

200%
growth rate projections for IP camera sales between 2010-2011
- IP Video Market

Solution providers and Security System Integrators looking for ways to grow revenue need to look no further than their existing data network customers. Businesses with local area networks present VARs the opportunity to provide end-to-end IP Surveillance solutions that can seamlessly attach to their existing infrastructure. Organizations with installed CCTV equipment can benefit from migrating to an IP-based surveillance platform. Everyone can benefit from flexible scalable storage server alternatives.

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Case Studies

Customers that are using our products are a great way of demonstrating how D-Link technology can be used.

Case Studies make the perfect sales tool by showing how products have been deployed in different environments.

Please contact your local marketing department for any materials from the guidelines.

Datasheets

Datasheets provide all the technical information necessary to understand a product's function.

Please contact your local marketing department for any materials from the guidelines.
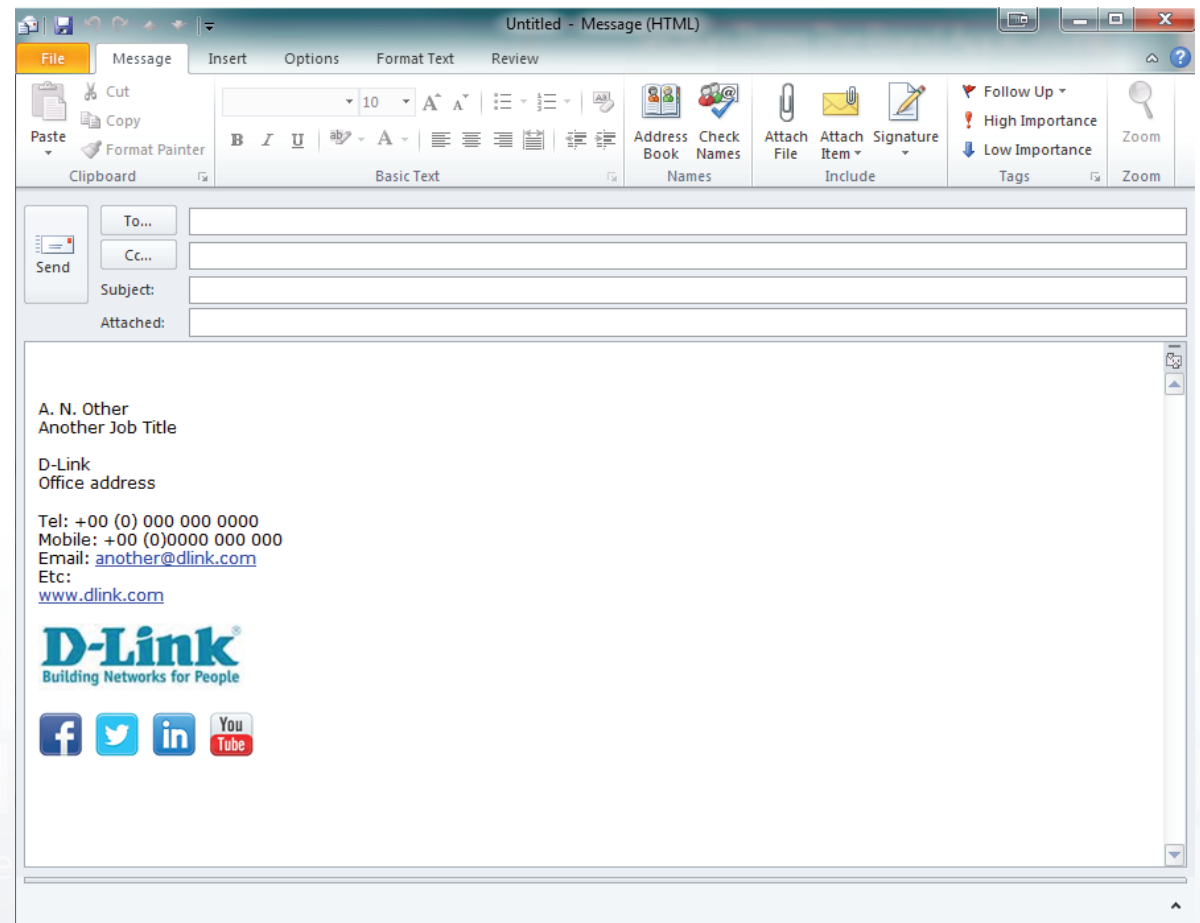
Email Signatures

A standard email signature ensures that all the company's everyday communications are standardised.
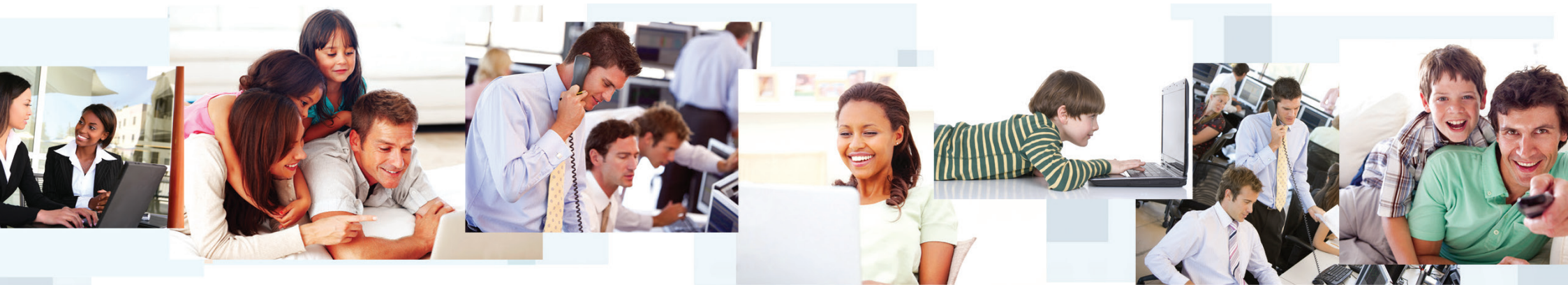
The standard font for the D-Link email signature is Verdana 10pt. All text is black and the name and job title is set in bold.

The D-Link logo sits beneath the signature.

The Social Media icons should be hyperlinked to the relevant D-Link Social Media channels. These icons sit beneath the D-Link logo.

Please contact your local marketing department for any materials from the guidelines.

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D-Link Brand Guidelines

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