Local Area Network Convergence Simplified

Phybridge Introduces PoLRE

Power over Long Reach Ethernet

Switches that deliver Ethernet and power over a single pair of telephony grade wire with 4 times the reach of traditional data switches are a Phybridge innovation. Businesses are leveraging their existing, proven reliable voice infrastructure to create a separate network path for voice communications, complementing an existing data network, while optimizing an organization's IT infrastructure for voice and data convergence. It is designed specifically to handle any organization's existing or future real-time voice requirements delivering a robust platform ensuring voice quality of service today and into the future. In addition to IP phones the PoLRE switch can support other IEEE 802.3af compliant devices such as IP cameras, speakers or wireless access points.

Introducing Power*WISE, another industry first.*

PoLRE switches come standard with **Power*WISE*** technology. Power*WISE* provides the flexibility to use either AC or DC power sources with the same switches. Power sharing, load balancing, hot swappable power supply, AC/DC options — the PoLRE switches are amongst the lowest power consuming data switches in the industry. This makes an investment in PoLRE switches *power wise*. A highly reliable local area switch network powered by **Power*WISE*** with multiple sources of redundancy allows for the most robust PoE platform in the industry.

Switch Features

- ♦ 24- and 48-Port Configuration Options 10-Port Coming in First Quarter 2013
- ♦ Ethernet and Power over a Single Pair of Telephony-Grade Wire
- ♦ Over 4 Times the Reach of Traditional Data Switches 1,200 feet (365 metres)
- ♦ 2 x 1 Gigabit Uplink Copper and Fiber Ports
- ♦ RS232 Management Port
- ♦ 10x100 Mb Management Port
- ♦ 10/24/48x 10 Mb Downlink Ports
- ♦ Remote Management Capability

Power Features and Capabilities

- ♦ Industry-Leading, Low Power Consumption
- ♦ Hybrid AC/DC Power Options Available on Same Switch at No Additional Cost
- ♦ Hot-Swappable AC Power Supply
- ♦ Power-Sharing amongst Multiple Switch Deployments
- ♦ Load Balancing amongst Multiple Switch deployments
- ♦ Remote Power Management Capabilities
- ♦ Multiple Power Redundancy Methods Available

Phybridge

LAN Convergence Made Simple

Optimizing and future proofing your converged LAN is simple with the award-winning Phybridge switches. They are the only switches globally to deliver Ethernet and Power over Ethernet over a single pair of wire with reach of over 1,200ft. They were designed specifically to allow businesses to transform their proven reliable, existing voice infrastructure into an IP path with power ideal for IP Telephony. Greatly reduce costs, disruption and risk while ensuring the successful migration to a premise based or cloud-based communications platform.

Eliminate Rip & Replace Risk - Complement and extend the existing data switches creating an optimized converged LAN while simplifying IP Telephony deployment and ongoing management.

You're in Control - A single point of central convergence....

... To completely separate voice LAN.

Internet Cloud Telephony PSTN

Main Closet

IP PBX

IP Phone

Main Floor Office Desk
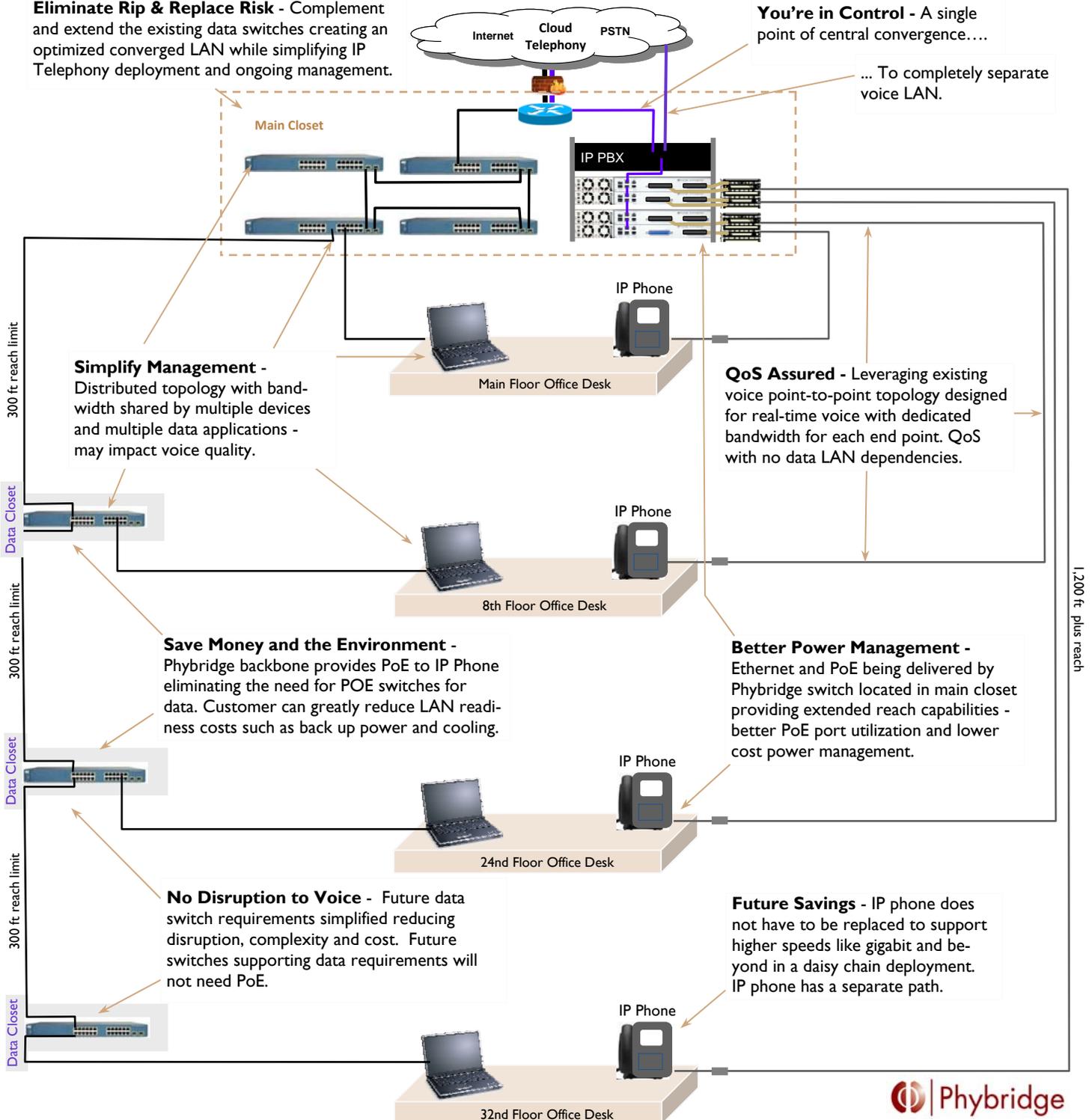
Simplify Management - Distributed topology with band-width shared by multiple devices and multiple data applications - may impact voice quality.

QoS Assured - Leveraging existing voice point-to-point topology designed for real-time voice with dedicated bandwidth for each end point. QoS with no data LAN dependencies.

300 ft reach limit

Data Closet

IP Phone

8th Floor Office Desk

Save Money and the Environment - Phybridge backbone provides PoE to IP Phone eliminating the need for POE switches for data. Customer can greatly reduce LAN readi-ness costs such as back up power and cooling.

Better Power Management - Ethernet and PoE being delivered by Phybridge switch located in main closet providing extended reach capabilities - better PoE port utilization and lower cost power management.

300 ft reach limit

Data Closet

IP Phone

24nd Floor Office Desk

No Disruption to Voice - Future data switch requirements simplified reducing disruption, complexity and cost. Future switches supporting data requirements will not need PoE.

Future Savings - IP phone does not have to be replaced to support higher speeds like gigabit and be-yond in a daisy chain deployment. IP phone has a separate path.

300 ft reach limit

Data Closet

IP Phone

32nd Floor Office Desk

1,200 ft plus reach

Phybridge

The Enabling Company
www.phybridge.com