MOVE TO IP WITH CONFIDENCE

Eliminating Infrastructure Barriers to IP Camera Adoption

The Phybridge CLEER & EC Switches

Fast Ethernet & PoE over Coax with
Five Times the Reach of Traditional Switches

Analog to IP Cameras Made Cost Effective, Simple, and Robust
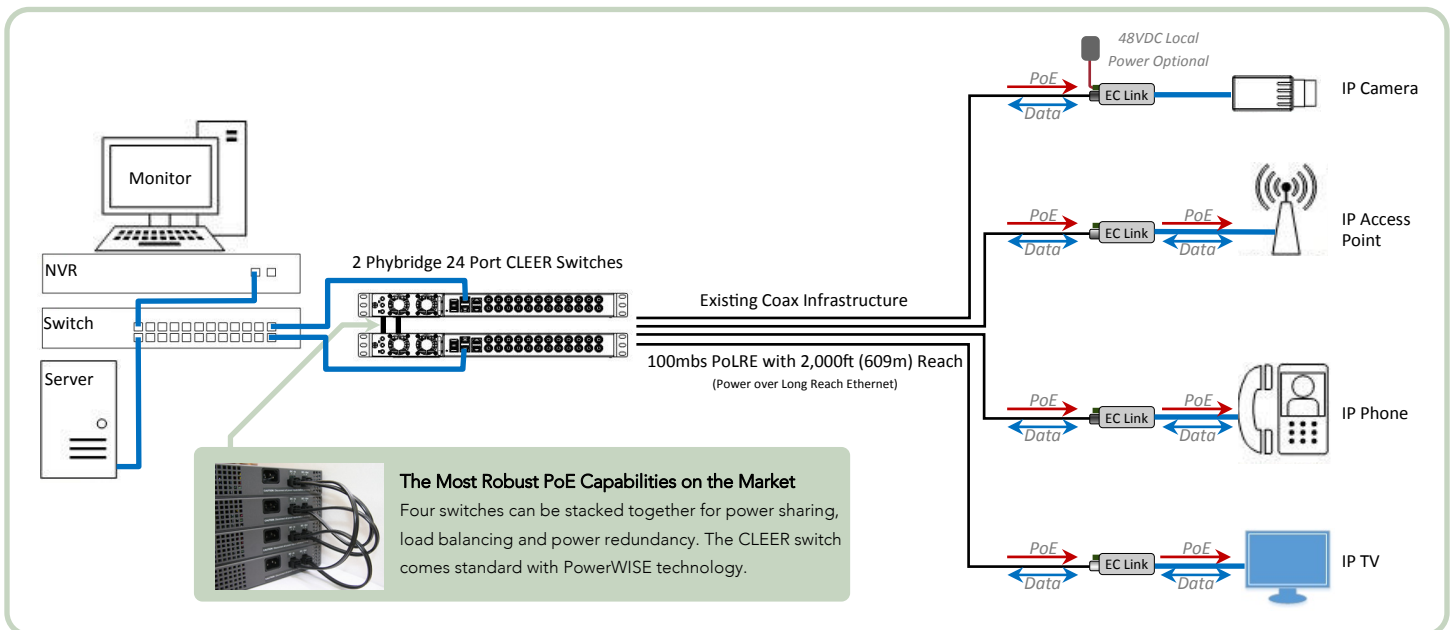
Phybridge

Phybridge

Move to IP Cameras With Confidence

Camera intelligence, multi point communications, video compression and HD quality are some of the reasons organizations want to upgrade to IP cameras and IP video surveillance.

One of the biggest barriers is building an IP platform that can mirror the robustness of the existing coax point-to-point infrastructure. Latency sensitive video streaming combined with long reach requirements impose additional layers of complexity and costs.

Best practices dictates that a separate network should be established for IP Cameras. The Phybridge CLEER (Coax Leveraged Ethernet Extended Reach) & EC (Ethernet over Coax) switches not only eliminate infrastructure barriers and challenges, they also deliver the ideal robust platform that is cost effective, simple to deploy and simple to manage.

Now you can move to IP cameras with confidence.

The Most Robust PoE Capabilities on the Market
Four switches can be stacked together for power sharing, load balancing and power redundancy. The CLEER switch comes standard with PowerWISE technology.

The Phybridge CLEER and EC Switches Deliver Fast Ethernet and PoE over Coax Infrastructure with Five Times the Reach of Traditional Switches

CLEER and EC switches transform the existing coax infrastructure into an IP path with power ideal for IP camera deployments. The ability to create a robust platform to support your IP cameras is now cost effective, simple and can be completed in three easy steps:

1. Connect the CLEER or EC switch to the network.
2. Connect the coax infrastructure to the CLEER or EC Switch
3. Disconnect the analog camera, connect the EC link adapter and connect the IP camera.

> Monitor, update and troubleshoot switches in real-time with the Simple Network Manager; an **intuitive Web GUI** that makes managing your IP camera network a breeze.

The fast Ethernet point-to-point backbone ensures quality of service and a highly reliable platform. Phybridge delivers a separate path for your IP cameras that when combined with the Simple Network Manager makes managing this network a breeze.

Benefits

Lower Cost: No IDF closet requirements; leverage existing coax infrastructure; minimize configuration and deployment time; ongoing management simplicity; better PoE port utilization.

Graceful Migration: No disruptions; select desired locations for IP cameras and easily migrate - partial to full IP camera migration, you're in control.

Robust Platform: Guaranteed Quality of Service given point-to-point topology; PowerWISE® technology for PoE redundancy ensuring uptime.

Simple Network Management: Easy configuration; remote management allowing for easy troubleshooting; port by port power management eliminating the need for onsite resetting of the end point.

> The migration from analog to IP is repeatable, predictable and scalable; regardless of size or location. The dedicated video path will reduce the cost, risk and complexity associated with layering video on your production data switch fabric.
>
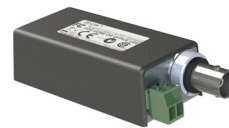> *A No-Compromise Solution*

CLEER Switch Features

- 24 Port managed coax switch leveraging PoLRE (Power over Long Reach Ethernet) technology

- Fast Ethernet and PoE over coax with over five times the reach of traditional switches

- Standard with PowerWISE technology including hot swappable power supply, AC/DC power flexibility, power sharing for redundancy, load balancing and remote power management by port

- 2x1 GbE Copper/Fiber uplink ports

- Dedicated management and console ports

- Simple Network Manager, an intuitive Web GUI simplifies configuration, management and troubleshooting the network

- Supports IEEE 802.3af & 802.3at compliant devices

- Switch can be configured in transparent mode for enhanced network security
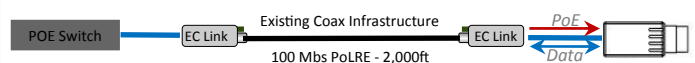
EC Switch Features

- 10 Port plug-and-play coax switch leveraging PoLRE (Power over Long Reach Ethernet) technology

- Fast Ethernet & PoE over coax with over 5 times the reach of the traditional switches

- 2 Gigabit uplink ports for stacking multiple units

- Supports IEEE 802.3af & 802.3at compliant devices

EC Link Features

- Fast Ethernet converter between coax and CAT5

- delivers PoE to end point and can be locally powered or sources power from the CLEER or EC switch

- Can be paired to function as an Ethernet extender over coax infrastructure

POE Switch — EC Link — Existing Coax Infrastructure — EC Link — *PoE* *Data*
100 Mbs PoLRE - 2,000ft

Overview

Phybridge is the leader in PoLRE (Power Over Long Reach Ethernet) switch technology. Phybridge was the first company to introduce switch technology that delivers Ethernet and PoE over a single pair of wire with four times the reach of traditional switches. Phybridge long reach Ethernet switches are the standard that all others are compared too.

Phybridge is dedicated to "practical innovation."   Bringing solutions to market that are technologically advanced as well as practical for the end-user is Phybridge number one priority. Phybridge innovations address market long reach PoE and Ethernet needs. The award winning UniPhyer and PoLRE switches leverage a single pair of UTP cable and the CLEER and EC switch leverages coax cable to deliver PoLRE technology.

With over 250,000 users globally using Phybridge switches, and a 100% customer satisfaction rate, Phybridge is quickly creating a new standard in power over long reach Ethernet capabilities.

Gartner | 2010
COOL VENDOR
Cool Vendors in Enterprise Communications Applications, 2010

Goal

Phybridge aims to become a company rich in intellectual property with many industry leading innovations. Phybridge delivers innovative IP enablement technologies that ultimately helps customers maximize "return on investment (ROI)" while minimizing "total cost of ownership (TCO)."

Phybridge PoLRE Switch Family

Long Reach Ethernet over Single Pair UTP

Phybridge CLEER Switch Family

Long Reach Ethernet over Coax

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