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Belkin's Conserve Surge Protector with Timer Reduces Energy-Related IT Costs at the Workstation

- ***Conserve's timer automatically turns off outlets and eliminates standby-power consumption***
- ***Progressive new product engages employees as part of an overall energy-saving approach***

(Rushden, UK) – 17 November, 2009 – Belkin today announced the launch of the new Conserve Surge with Timer, a cost-saving business solution that helps organisations reduce the amount of energy wasted by office electronics at the workstation. The surge protector gives IT and facilities managers greater control over power consumption, specific to desktop electronics where nearly half of all IT energy costs originate. Its automatic timer makes saving both money and energy simple, while empowering employees to make a positive impact toward global efforts for a reduced carbon footprint.

While many companies look to the data centre when thinking of reducing power consumption, energy usage in the office environment can equal the energy consumed by the data centre. Much of this wasted energy comes from “standby power,” which is difficult for companies to control because it includes devices managed by the end user such as monitors, printers, scanners, speakers, and task lights.

With the new Conserve, employees can plug their office electronics into one of the six “auto off” outlets, while two “always on” outlets keep PCs and other critical devices powered on at all times. Employees can activate the six switched outlets with a single press of the on/off button, allowing the surge protector’s automatic timer to eliminate power to those outlets after 11 hours. Prior to the automatic shutdown, a blinking LED on the button will warn employees, giving them the opportunity to extend the online time for a further 11 hours with the touch of one button. When the employee leaves for the day, the switched outlets turn off, eliminating the power consumption that would normally occur throughout the evening and over weekends.

AVAILABILITY

- Mid November in Europe
- For further information, please visit: <http://www.belkin.com/uk/b2b/consERVE/resources.aspx>

Conserve Surge with Timer (CNS08ukT-2M) - £29.99/ €34.99**FEATURES**

- Built-in timer automatically eliminates wasted “standby power” consumption
 - Timer automatically turns off electronics plugged into the “auto off” outlets after 11 hours, requiring little to no effort on the part of the employee
 - Six “auto off” outlets for devices not requiring constant power, e.g., monitors, lamps, and printers
 - Two “always on” outlets for PCs and other electronics requiring constant power
 - One-touch on/off button sits on the desktop to control “auto off” outlets
- Designed for high-density, user-intensive office environments
- Instructional leave-behind card provides employee education and engagement
- Fold-flat packaging improves time to deploy
- User-driven, intuitive design helps eliminate tech-support calls
- £30,000 connected equipment warranty
- Lifetime warranty on Conserve device

ADVANTAGES

- Progressive—empowers employees to participate in energy savings and cost reduction right at their workstations.
- Automatic—energy-cost reduction is hassle-free with the built-in timer, which turns off electronics automatically.
- Intuitive—designed with office environments in mind, the single-button solution is easy to install and non-intrusive to the workspace.

QUOTES

- Forrester Research Report: Mapping IT’s Green Opportunities, March 2009:
 - “Most companies use as much energy, and waste as much, too, on IT equipment outside the data centre as inside.”
- Stephanie Kolbe, President, Analysys:
 - “We are excited about adding the Belkin Conserve Surge Protector with Timer to our product portfolio. Many of our customers are looking for ways to conserve energy and lower their bills. The new Belkin surge protector offers a simple, yet significant, method of automatically reducing wasted power and cutting operational costs.”

For further information, images or review samples please use the contact information above.

About Belkin

Belkin – www.belkin.com – offers a diverse product mix that provides people with seamless electronics integration in their homes, cars and on the go. Founded in California in 1983, Belkin is a privately held company and the recognised leader in connectivity solutions, in addition to accessories for iPod devices, computers and more. We provide extensive solutions for networking, home entertainment – with our PureAV line of cables, power and digital wireless accessories – and many more categories.

Belkin’s phenomenal growth has led to our expanding global presence. In addition to corporate headquarters in Los Angeles, we also have offices throughout the Asia Pacific region. Belkin’s European headquarters are located the Netherlands, with further offices in the United Kingdom, Denmark, France, Germany, Italy, Spain, Sweden and Dubai (UAE) dedicated to their regional markets.