



## OUR COMPANY

Founded in 1990, TRENDnet has been committed to delivering affordable networking innovation to corporate enterprises, small businesses and home users around the world. TRENDnet hardware enables customers to connect to the Internet, share multimedia content, connect peripherals and transfer files at their home, office or on the road. TRENDnet products are standards-based solutions that appeal to businesses looking to gain a competitive advantage and maximize the return on their technology investment. TRENDnet's broad product line includes popular product categories such as Wireless LAN, Fiber, Gigabit, VoIP, KVM, IP Cameras, Print/Storage Servers, Multimedia and Mobile connectivity accessories.

Headquartered in Torrance, California, with branches in Germany, Mexico, Brazil, Columbia and Taiwan, TRENDnet is a global supplier to business partners in over 110 countries worldwide. TRENDnet is a dynamic organization responsive to the diverse business climates around the world. This focus has established the company as a global networking brand, recognized for quality, affordability, innovation, and dedicated support.

## PRODUCT DEVELOPMENT

Convergence in the home market, wireless mobility and the growing bandwidth requirements for small businesses are three key trends that continue to drive innovation and product development at TRENDnet. For over 15 years, TRENDnet engineers have focused on integrating the latest in microchip technology to expand the ways in which the world shares information. Silicon partners include industry leaders such as Intel, Atheros, Broadcom, TI, and Marvell.

The flexibility of TRENDnet's development process allows the company to launch products in record time and make quick adjustments to the product line to reflect shifts in market trends. By working closely with suppliers and technology partners TRENDnet is able to offer niche solutions that fit custom needs and allows customers to create complete end-to-end networks at home or the office. As a member of Worldwide Research and Development Companies, TRENDnet continues to be recognized as a leader in technology development and integration.



## MANUFACTURING

In a recent online survey, Quality and Affordability were the two most recognized attributes by TRENDnet's end-user customers and partners. To deliver the most reliable and best performing products, TRENDnet manufacturing facilities are equipped with the industry's finest SMT machines. TRENDnet manufacturers are capable of producing over 300,000 wired and over 500,000 wireless network products per month. Through tight quality control, TRENDnet is recognized in the industry for very low defect rates. All TRENDnet manufacturing facilities are certified by ISO 9000 standards and products bear the approval of the UL, the FCC and the CE.



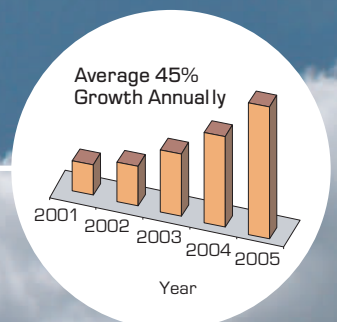
## CUSTOMER SERVICE

By focusing on customer service, TRENDnet has established a loyal and committed following. In a recent online survey, 81% of end-user customers said they would refer TRENDnet products to a family or friend. This devotion extends to TRENDnet's network of devoted partners who have helped build a brand recognized in every corner of the world. TRENDnet's international sales staff allows the company to work closely with partners in emerging markets around the globe and be flexible to unique market conditions. Post sales support includes free unlimited technical support of all TRENDnet products with two support centers in Europe and the U.S. The company also provides toll-free pre-sales advice for new customers and backs its claims of quality with industry-leading warranty terms.



## GROWTH & VISION

TRENDnet is one of the largest and fastest growing privately held networking companies in the world. Since 2001, TRENDnet has grown by over 507%. This significant growth is the result of a combination of channel development, retail growth and country expansion. TRENDnet's vision is to make hi-tech products that are simple, affordable and help improve productivity and lifestyle for all our customers. For over 15 years, TRENDnet has worked to establish itself as a leading networking brand known for delivering affordable networking innovation and will continue the effort for years to come.



## PRODUCTS

With over 200 products, TRENDnet's product line is broad enough to meet the connectivity needs of Entry-Level Enterprises, Small to Medium Businesses and Home Users. TRENDnet products appeal to companies looking to maximize the return on their technology investment and consumers who want the latest in networking technology.

### Wireless LAN

TRENDnet's Wireless LAN products offer a complete range of 802.11 standard solutions for you to easily connect to your Local Area Network and to the Internet anywhere, any place at anytime.



### VoIP

TRENDnet's VoIP family makes traditional telephone or Skype calls over the Internet possible for small business and home users around the world.



### Fiber

TRENDnet's Fiber line offers a range of versatile fiber connectivity solutions designed to provide your network with greater speed and distance, including fiber converters and chassis switches.



### Gigabit

TRENDnet's Gigabit line includes feature-rich devices that use advanced technologies specifically engineered to enhance speed and performance for bandwidth intensive applications.



### Routers

TRENDnet's growing Router family delivers a host of advanced features including Advanced Firewall Protection, Web-Access filtering, and VPN Encryption.



### Print Servers

TRENDnet has the widest selection of wired and wireless Print Servers in the networking industry. TRENDnet print servers allow you to mix and match USB and Parallel Port printers to suit your needs.



### KVM Switches

TRENDnet's KVM switches make managing multiple PC's with one keyboard, mouse, and monitor easy for both novices and Network Administrators.



### MEDIAnet

TRENDnet's MEDIAnet product line delivers an assortment of USB and multimedia solutions, including Internet Camera Servers and Memory Readers.



## GLOBAL PARTNER NETWORK

TRENDnet has established partnerships in over 110 countries and is committed to reaching every country of the world. It is the alliance of loyalty and communication between TRENDnet and its partners that has built an unmatched network of strong cooperative relationships.

TRENDnet products are sold through leading Retail, e-Commerce, Value Added Reseller and Distribution partners around the world. TRENDnet is present in over 60 national retail chains including Carrefour, Geant Casino, Boulanger, Surcouf, Media Markt, Office Depot, FutureShop, Fry's Electronics and many more. E-Commerce partners include leaders such as Amazon.com, Buy.com, NewEgg.com, TigerDirect, CDW and others. TRENDnet's small business solutions have been adopted by an extensive network of value added resellers who source through global distribution partners including Ingram Micro, ASI and MA Labs, and an expansive list of regional distributors in emerging markets.



## WORLDWIDE RECOGNITION

TRENDnet's products continue to earn top honors in magazines, newspapers, websites and on television stations in every corner of the world, including Estonia, Germany, Brazil and the U.S. Recent acknowledgements of TRENDnet's innovations include features in PC Magazine, PCWorld, LAPTOP, eWeek, CHIP, ExtremePC and many others. Recent awards include Editor's Choice in PC Magazine and LAPTOP, PCWorld's Top 10, CRN Test Center Recommended, and TweakPC's Top Product. With the consistent recognition, TRENDnet products are cementing a reputation of excellence.

TRENDnet's clientele includes some of the world's most influential public and private institutions. TRENDnet is GSA and Microsoft certified and has helped implement projects with U.S. Government institutions including the Pentagon, the United States Army, Navy and Air Force. Internationally TRENDnet products have been an integral networking component in government projects in Lithuania, Brazil, Thailand, Russia and Portugal. TRENDnet has also worked with several major technology companies on custom solutions including wirelessly enabling Panasonic Projectors, JVC Camcorders, and Epson Printers.



## PACKAGING

To enhance the consistency and quality of the customer experience for retail customers, TRENDnet has updated the product packaging, quick installation guides and install utilities. The redesigned packaging adds more contemporary colors, cleaner lines, and more focus on the product. The three category colors: Green (Wireless), Blue (Wired) and Orange (KVM and Medianet) along with product windows, blister packaging and special edition products help customers quickly identify TRENDnet products among the competition. To quickly understand the key benefits and use of each product, the packaging includes 7 Language Translations, detailed line-art circuit diagrams, and key features and selling points. On the inside, customers will experience a consistent look and feel with updated Web Install Utilities and detailed step-by-step Quick Installation Guides to ensure an easy and successful buying experience.



New Packaging



New Wireless Packaging with Window



World Cup Limited Edition



Blister Packaging



All TRENDnet's products will be RoHS compliant after July 1st 2006.