



### **Buffalo Technology Media Contacts**

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### **BUFFALO PARTNERS WITH NEWMEDIA-NET**

**~ providing innovative wireless solutions for the business market ~**

**London, UK, Date** – Buffalo Technology has announced a strategic partnership with NewMedia-NET GmbH, a German company that develops pioneering firmware for communication solutions. This venture aims to create innovative wireless solutions for businesses in the SOHO and SME market.

The partnership brings together two companies that are focused on delivering affordable, innovative wireless solutions in line with real market requirements. NewMedia-NET's proprietary open source DD-WRT® firmware has been developed and upgraded in close collaboration with an existing community of tech-savvy users, who benefit from features such as remote installation and management; security and access management; and traffic management.

It is estimated that 1million DD-WRT® based routers are already in use worldwide, however, to date, users have had to install the firmware at their own risk, thereby nullifying the manufacturer's warranty. As a first steps of this partnership, Buffalo will collaborate with NewMedia-NET to develop an 802.11g router to provide small businesses and ISPs with a high-performance solution that is covered by Buffalo's two-year manufacturer's warranty and offer a full Tech Support.

The partnership will offer businesses fully supported and affordable wireless solutions. The combination of Buffalo's history of technical innovation and NewMedia-NET's knowledge will ensure they can keep developing new products that are aligned to real business needs.

“NewMedia-NET firmware is already recognised by tech-savvy users and innovative systems integrators,

” said Hajime Nakai, General Manager Broadband Solution Business Division, Buffalo Inc “Alongside NewMedia-NET, we’re offering our channel partners and business users the ability to create affordable, feature-rich solutions with the benefit of Buffalo’s technical support and expertise.”

“We are excited to have the opportunity to work closely with Buffalo Technology, bringing DD-WRT® to a professional audience on reliable and powerful hardware platforms. Together, Buffalo and NewMedia-NET form a powerful partnership, with a distinct new offering for resellers and corporate customers,” added Peter Steinhäuser, Managing Director at NewMedia-NET.

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### **About Buffalo Technology**

Buffalo is a global manufacturer of innovative wireless networking, storage and multimedia solutions for the home and small business environments. The company is recognised as the Number 1 total PC peripheral manufacturer in Japan, and was the worldwide consumer NAS market leader in 2005 and 2006 (In-Stat).

Buffalo’s product portfolio includes its award-winning AirStation™ line of easy-to-use, high-performance wireless networking products for SME/SoHo and home users. With industry-leading AOSS™ (AirStation One-Touch Secure System) technology, users can simply build a secure wireless network at home or in the office at the push of a button.

The company’s storage solutions are addressing the needs of both the individual and the business, providing a versatile line of USB flash drives, portable and desktop hard drives and cost-effective network attached storage (NAS) solutions. Including its multimedia players, Buffalo is unique in offering integrated WLAN, storage and multimedia solutions for the digital home environment.

Buffalo’s strong international industry alliances with companies such as Intel, Broadcom™, Nintendo and Microsoft have allowed it to lead the industry in the development of the latest technologies into practical tools for the business and the home.

Headquartered in Japan, Buffalo Technology has offices in the UK, Ireland, Germany, USA and Taiwan. For more information please visit [www.buffalotech.com](http://www.buffalotech.com)

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### **About New-MediaNET**

NewMedia-NET develops software for communication solutions. Its OpenSource router software DD-WRT® allows the company to form partnerships with leading manufacturers of wireless hardware products. New-MediaNET also provides customized development and support services

to its customers. For more information please visit [www.newmedia-net.de](http://www.newmedia-net.de). or DD-WRT project website : [www.dd-wrt.com](http://www.dd-wrt.com),