Top Ten Unique Selling Points

| 1 | Dubbed the **AV Line**, these products combine years of networking expertise with best practices from leading experts in the professional AV market. This includes more abundant PoE power than typical IT switches. |

| 2 | A sleek, black display panel provides port and activity status in the front, with all power and network cabling neatly organized in the back. However, when ports are desired on the front of the rack, reverse rack mounting is possible too. We even include a second pair of recessed rackmount ears that allow room for the cabling. |

| 3 | Additional options for mounting outside the rack are available with universal (VESA), M5 threaded bolt holes located on the bottom and M10 in the front of each switch. Ideal for hanging the switch with clamps on pipes or truss. |

| 4 | Continuing NETGEAR's unique attention to the specific needs of its AV customers, the new AV Line of M4250 switches provide software-controlled fan adjustments enabling the fans to be turned off when ambient temperature and Power over Ethernet (PoE) loads are appropriate for a totally fanless operation. This powerful feature provides new opportunities for the AV Line switches to be used in sound-sensitive environments such as conference rooms, recording studios, and residential installations. |

| 5 | The new AV Line of M4250 switches maintains the same thorough out-of-the-box functionality found on the M4300 and M4500 switches for almost all AV-over-IP encoders and decoders. Pre-configured with NETGEAR IGMP Plus™, the M4250 switches can simply be plugged in and turned on. Setup and installation time are greatly reduced, allowing the installer to focus on other parts of the project – NETGEAR has taken care of your multicast presets. |

| 6 | NETGEAR has enhanced the experience for AV professionals by including a new user interface designed from the ground up. Pro AV customers don't have to settle for an IT-centric interface with settings and IT-specific functionality they will never need. The new M4250 AV interface presents the common AV controls right up front. User-selectable profiles for common AV platforms make it a snap to ensure the settings are correct for a specific audio or video application. |

| 7 | One of the many features designed into the new M4250 product line is full support for Audio Video Bridging (AVB), an industry standard for transporting content over a network. AVB is used most often when very low latency is required such as in live performances when lip sync is critical. All of the AV Line M4250 switches can be optionally licensed for AVB support. |

| 8 | The M4250 line of switches also support more advanced configuration and a robust set of features for many different types of installations. The world class industry leading NETGEAR web-based IT GUI along with console, telnet, and SSH connections and a standard, out-of-band, Ethernet port are all available for deeper settings adjustments. Additional features include static, RIP and PIM routing, DHCP server and PTPv2. |

| 9 | The NETGEAR Limited Lifetime * Hardware Warranty on the M4250 series is an example of the commitment to the Pro AV community. This comprehensive package includes 90 days of technical support via phone and email, Limited Lifetime* Technical Support through online chat, and Limited Lifetime* Next Business Day hardware replacement. |

| 10 | In addition, all NETGEAR Pro AV customers can take advantage of free design services as they design and deploy professional audio and video solutions which require IP networking infrastructure. This dedicated Pro AV Engineering Services team of experts spread around the globe helps empower designers and installers of AV over IP systems through free network design assistance, training, and installation support. |