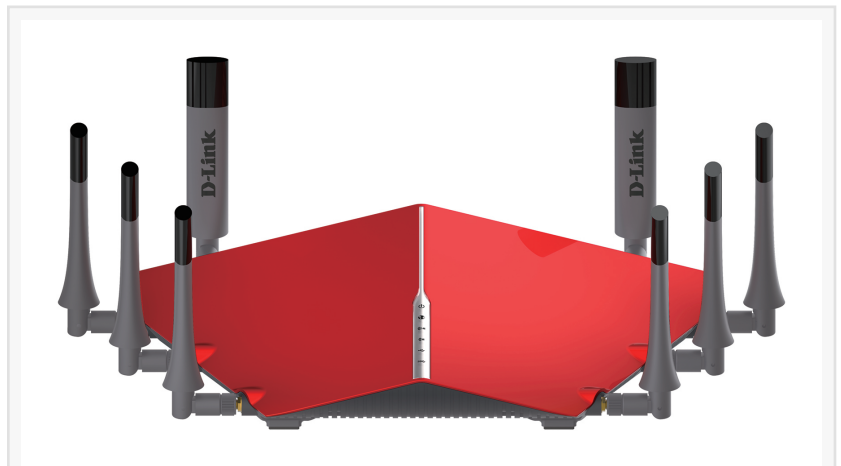


# D-Link Canada Adds to the Ultra Performance Series with the Launch of the New Wireless AC5300 Tri-Band Gigabit Router

*Ultra-Fast AC5300 Tri-Band Gigabit Router Provides Maximum Performance for Lag-Free Gaming, and Smooth 4K Streaming*

MISSISSAUGA, ONTARIO, CANADA, May 24, 2016 /EINPresswire.com/ -- D-Link, Canada's leader in home networking, today announced the launch of the latest member of the high-performance Ultra Series. Packed with advanced features, the D-Link [Wireless AC5300 Tri-Band Gigabit Router \(DIR-895L\)](#) delivers the ultimate performance customers are expecting today for the most demanding tasks, like 4K video streaming and gaming on multiple devices. It combines Tri-Band with SmartConnect technology to distribute Wi-Fi traffic over three Wi-Fi radios giving you improved performance and reliability. It also features Multi-User MIMO (MU-MIMO) technology which greatly improves wireless performance by transmitting to multiple devices simultaneously.

"The home network is becoming more and more demanding as new connected devices are launched into the market. Homes that had 5 Wi-Fi connected devices two years ago, are starting to get closer to 20 or 30 Wi-Fi devices. This adds a great deal of stress to a home network, and yesterday's router just can't handle the ever increasing demands put on it." said Lou Reda, President of D-Link Canada, "The router is the heart of a connected home. If it doesn't have the power to handle all these devices, people will have a poor connected home experience. The new Wireless AC5300 Tri-Band Gigabit Router was designed to deliver the ultimate performance customers are expecting today."



D-Link Wireless AC5300 Tri-Band Gigabit Router (DIR-895L) delivers the ultimate performance customers are expecting today for the most demanding Wi-Fi tasks



For those who have suffered from Wi-Fi weak spots or dead zones in the past, the DIR-895L features Advanced AC SmartBeam technology which tracks your connected devices and focuses signals towards them for superior Wi-Fi speed and coverage

And for those who have suffered from Wi-Fi weak spots or dead zones in the past, the Wireless AC5300 Tri-Band Gigabit Router features Advanced AC SmartBeam technology which

tracks your connected devices and focuses signals towards them for superior Wi-Fi speed and coverage inside and around the largest of homes. Combine this with a powerful amplifier, and 8 high-gain external antennas and you'll connect to your devices faster and get enhanced Wi-Fi coverage and signal stability like never before.

Furthermore, this Wireless AC5300 Router is equipped with an advanced QoS engine for smart traffic prioritization, dual-core processor, dual USB ports with mydlink SharePort, and four gigabit Ethernet ports for ultra-fast connectivity.

In addition to its range of advanced features for supreme performance, the Wireless AC5300 Tri-Band Gigabit Router (DIR-895L) features D-Link's ultra-intuitive graphical user interface that makes it easy to control a network right from a smartphone or tablet. Enabling parental controls, blocking unwanted devices, monitoring internet activity and creating Wi-Fi guest networks is a snap. The router also supports simple setup using a mobile phone or tablet with the free Quick Router Setup (QRS) app.

More about the D-Link Wireless AC5300 Tri-Band Gigabit Router (DIR-895L):

- Ultra fast wireless transfer rates of up to 1000Mbps (2.4GHz) + 2166Mbps (5GHz) + 2166Mbps (5GHz) for all of your web browsing, 4K media streaming and gaming needs.
- Tri-Band Technology with SmartConnect - Distributes traffic over 3 Wi-Fi radios for optimized network performance and reliability.
- SmartConnect technology automatically assigns each device on your network to the Wi-Fi radio where it can connect at its maximum possible speed. This ensures that older wireless devices do not degrade the overall performance of your network allowing faster devices to hit their top speed.
- MU-MIMO with 4 x 4 antenna technology allows you to transmit to multiple devices simultaneously giving you better Wi-Fi performance
- Powerful amplifier, 8 high-gain antennas and Advanced AC SmartBeam technology combine for enhanced Wi-Fi speed and coverage inside and around the largest of homes.
- Dual Core Processor gives you increased performance to support more devices and provide faster throughput.
- Enhanced quality of service (QoS), ultra fast connectivity and DLNA support combine to provide a buffer-free 4K video streaming experience.
- Dual core processor, Gigabit ports, and advanced QoS combine to deliver lag free gaming.
- Designed to get maximum performance from the growing number of connected devices in the home.
- Gigabit Ports provide all of your wired devices with blazing fast 10/100/1000 Mbps connections.
- Dual USB Ports (USB3.0 & USB2.0) let you locally and remotely stream content from up to two connected USB drives using the free mydlink SharePort app.
- Advanced wireless security with WPA2 and enhanced network security with dual active NAT and SPI firewalls.
- Wi-Fi Protected Setup – Push button for easy connection to a wireless network
- Free mydlink Lite mobile app for monitoring and controlling your network.
- User Friendly GUI – Intuitive user interface for simple management of a wireless network; optimized for mobile devices with touch enabled controls and designed to give users quick access to the status and management of their router and connected devices.
- Backward compatible and optimized to get the best performance out of both legacy and newer Wi-Fi devices.

Availability and Pricing:

D-Link's Wireless AC5300 Tri-Band Gigabit Router (DIR-895L) has an MSRP of \$479.99 and is available now at Staples and other major retail outlets in Canada. Detailed specifications and information are available online at <http://ca.dlink.com/products/connect/dir-895lr-wireless-ac5300-tri-band-gigabit-router/>

About D-Link:

D-Link is one of the world's leading networking infrastructure providers, and this marks its 30th year of delivering innovative, high-performing and intuitive products for both businesses and consumers. For well over a quarter of a century, D-Link has designed, developed and manufactured award-winning networking, wireless, storage, security and IP surveillance solutions.

For more information visit [www.dlink.ca](http://www.dlink.ca), or connect with D-Link on Facebook

([www.facebook.com/DLinkCAN](http://www.facebook.com/DLinkCAN)) and LinkedIn (<http://www.linkedin.com/company/d-link-canada>).

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Pete Marino

D-Link Canada

1-800-354-6522 x4048

email us here

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