

ELIMINATING THE #1 BARRIER TO DIGITAL TRANSFORMATION

PRODUCT BATTLE CARDS FOR PARTNERS

THE #1 BARRIER



DATED NETWORK THINKING

Legacy approaches can't support today's needs.



TRADITIONAL SWITCH REACH AND CABLE LIMITATIONS

Distance, bandwidth and power constraints hold you back.



RISK AND COMPLEXITY

Complex deployments increase time, cost and uncertainty.



SECURITY CONCERNS

More endpoints. More exposure. Higher risk.

NVT PHYBRIDGE
DISRUPTIVE PoE SOLUTIONS

UNLOCK WHAT'S NEXT



FASTER REVENUE

Win more projects and close deals faster.



MORE REVENUE

Expand opportunities and grow your pipeline.



BETTER MARGINS

Lower total cost solutions drive higher profitability.



BRINGING VALUE TO CUSTOMERS

Solve real challenges and deliver lasting impact.



BREAK THE BARRIER.
ACCELERATE TRANSFORMATION.



PHYSICAL
SECURITY



ACCESS
CONTROL



PHONE
SYSTEMS



WIRELESS
NETWORKS



IOT & SMART
BUILDINGS

NVT Phybridge PoLRE® Battlecard

The only switch to deliver Ethernet and Power Over a Single Pair of UTP cable with up to 1,200ft (365m) reach.

PoLRE TECH DIFFERENCE

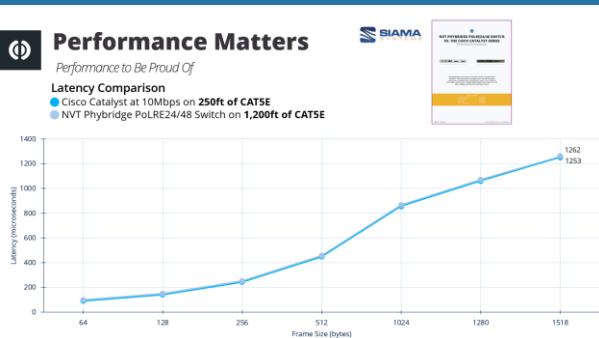
PoE over a single pair of wire with extended reach – Managed and unmanaged switches – Robust PoE power capabilities – Enterprise grade single pair switch with similar results to traditional switches over traditional CAT5E cabling.



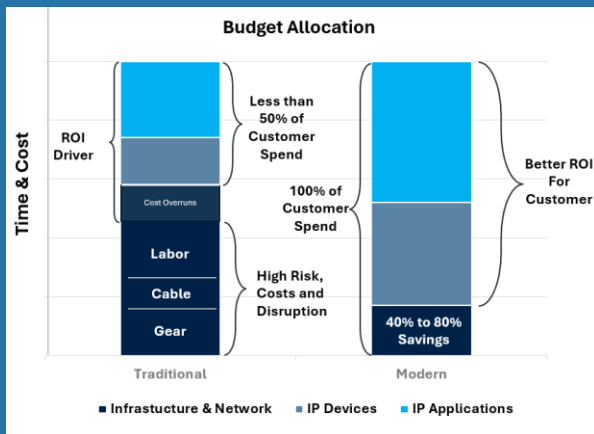
PERFORMANCE MATTERS



Same latency performance for PoLRE on 1,200ft (365m) of CAT3 single pair vs the Cisco Catalyst switch on 250ft (76m) of CAT5E cable.



Improve IP Modernization Outcomes for You and Your Customers



PoLRE24/PoLRE48

24-Port and 48-Port Managed Power over Long Reach Ethernet Switch



PoLRE LPC

8-Port Unmanaged Power over Long Reach Ethernet Switch

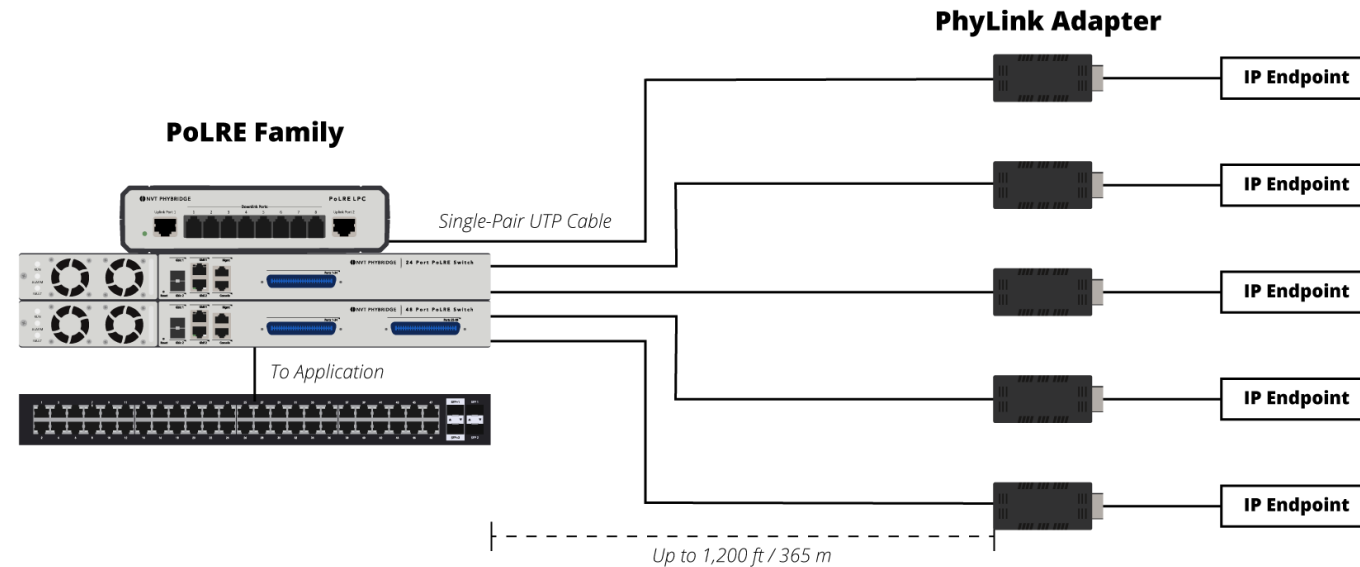


Phylink

Single-Port Power over Long Reach Ethernet Adapter



IP Made Simple



PRODUCT & ACCESSORY CODES:

- NV-PL-024:**
24 Port Managed Switch
- NV-PL-048:**
48 Port Managed Switch
- NV-PL-08:**
8 Port Unmanaged Switch with 2 Phylink Adapters included
- NV-PLK-6:**
Six Pack Phylink Adapters
- NV-PL-RMEC10**
Rack Mount Kit for 2 unmanaged switches
- NV-PL-RJ21-11**
24 Port RJ11 Patch panel
- NV-RJ11A-2P**
RJ11 to Screw-terminal block adapter
- NV-PL-DCCBL:**
Pack of 4 DC cables for power sharing
- NV-PL-10000-PWR**
500/1,000-Watt Replacement Supply

NVT Phybridge PoLRE® Reseller Battlecard

The only switch to deliver Ethernet and power over a single pair of UTP cable with up to 1,200ft (365m) reach.

PoLRE TECH DIFFERENCE

PoE over a single pair of wire with extended reach – Managed and unmanaged switches – Robust PoE power capabilities – Enterprise grade single pair switch with similar results to traditional switches over traditional CAT5E cabling.



WHO IS NVT PHYBRIDGE?

NVT Phybridge is a North American technology innovator and global leader in disruptive, award-winning PoE network innovations that are TAA & NDAA compliant. Since 2007, NVT Phybridge has helped organizations modernize to IP while eliminating the high costs, disruption, and complexity associated with traditional rip-and-replace network projects.

Why Partners Trust NVT Phybridge

- Over \$1 billion in revenues accelerated
- Together, helped end users save over \$300 million in infrastructure costs
- Pioneer in Ethernet and PoE over a single pair of wire
- North American innovation with global adoption
- Trusted by government, healthcare, education, hospitality, transportation, and enterprise organizations

POSITIONING MESSAGE

Modernize to IP Without Compromise

NVT Phybridge helps organizations build secure, robust, and scalable IP networks while dramatically reducing infrastructure costs, deployment complexity, and operational disruption.

QUICK RESOURCES:

Product:

- [PoLRE Family Page](#)
- [24 & 48 Port Managed Switch](#)
- [8 Port Unmanaged Switch](#)
- [Customer Success Stories](#)
- [Performance Reports](#)
- [Product Catalog](#)

Training:

- [Technical Overview](#)
- [Technical Certification](#)
- [Sales Training](#)
- [Customer Engagement Resources](#)
- [Contact Us](#)

THE CHALLENGE

Traditional switch infrastructure creates major barriers to IP modernization:

- High cabling and infrastructure costs
- Operational disruption during deployment
- Complex network redesigns
- Security concerns
- Long deployment cycles
- ROI and TCO assurances
- Increased pressure on the customer's IT resources

KEY BUSINESS OUTCOMES

For Distribution & Reseller Partners

- Be a thought leader – bring value to customers
- Accelerate revenues & improve margins
- Shorten sales cycles
- Simplify deployments
- Differentiate from competitors
- Reduce infrastructure objections
- Create scalable and repeatable customer success

KEY BUSINESS OUTCOMES

For End Users

- Reduce infrastructure costs by 40% to 80%
- Reduce disruption and downtime
- Improve ROI
- Modernize faster
- Build a more secure and robust network
- Enable an all-IP environment
- Reduce stress & management complexity on IT teams

TARGET VERTICALS

- Government
- Corrections
- Healthcare
- Education
- Hospitality
- Transportation
- Retail & Banking
- Distributed Enterprise
- Hosted & Cloud Environments

Key Stakeholders

- CIO / CTO
- IT Leadership
- Voice Teams
- Physical Security Managers
- Operations Leadership
- Digital Transformation Teams

CONVERSATION STARTERS

- “How are you currently connecting IP endpoints back to the application?”
- “Are infrastructure costs or disruption slowing your IP modernization projects?”
- “Have you explored alternatives to rip-and-replace network infrastructures?”
- “Would reducing deployment complexity and accelerating ROI create value for your organization?”
- “Are you looking for a more secure and scalable path to all-IP?”
- “Have you heard of Modern LAN Principles by Frost & Sullivan?”

THE NVT PHYBRIDGE ADVANTAGE - PoLRE® Technology

The PoLRE switch family delivers Ethernet and PoE over a single pair of telephony-grade wire (CAT3, 1308 or better) with up to 4X the reach of traditional switches.

This allows you to confidently modernize to IP using your existing infrastructure - without costly rip-and-replace projects.

“Did you know NVT Phybridge has the breadth and depth of Single Pair UTP, Coax, and 2 or 4 Pair solutions?”

IDEAL APPLICATIONS

IP Endpoints Supported

- IP Phones
- IP Speakers
- IP Dect
- IP Access Control
- IP Sensors
- Low-bandwidth IP Cameras
- Any IEEE 802.3af compliant device

“Delivering up to 22 Watts of power over a single pair of wire.”

Ideal Customer Indicators

- Legacy endpoints and systems approaching end-of-life
- Maintaining analog or digital endpoints
- Organizations facing infrastructure barriers
- Large distributed campuses or facilities
- Customers concerned about disruption during modernization
- Organizations wanting all-IP without infrastructure overbuild

WHY PARTNERS ARE WINNING WITH NVT PHYBRIDGE INNOVATIONS

Unique Market Differentiators

- Delivers Ethernet + PoE over a single pair of wire
- Up to 4X the reach of traditional switches
- Reduces costly rewiring & IDF expansion projects
- Uses existing, proven infrastructure
- Accelerates deployment timelines, eliminating competition
- Simplifies digital transformation & retaining end-to-end control

NVT Phybridge FLEX® Battlecard

The only switch to deliver Ethernet and Power Over a two or four Pair of UTP cable with up to 2,000ft (610m) reach.

FLEX TECH DIFFERENCE

PoE over a two or four pair of UTP cable with extended reach – Managed ,unmanaged and Extender solutions – Robust PoE power capabilities – Enterprise grade switch with similar results to traditional switches over traditional CAT5E cabling.



PERFORMANCE MATTERS

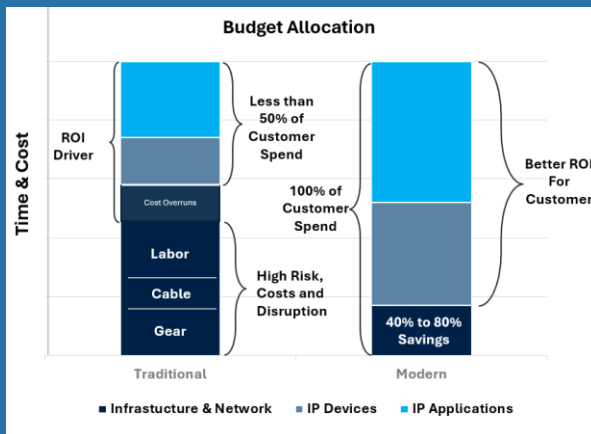
RFC-2544 Test Results



Similar latency performance for FLEX on 2,000ft (610m) of CAT5E vs the Cisco Catalyst switch on 250ft (76m) of CAT5E cable.



Improve IP Modernization Outcomes for You and Your Customers



FLEX24-10G

24-Port 10 Gigabit Managed Extended Ethernet/PoE Switch



FLEX8

8-Port Unmanaged Extended Ethernet/PoE Switch



FLEX-Base

Single Port Unmanaged Ethernet/PoE Extender



FLEX Adapter Options

FLEX-C

Single Port Extended Ethernet/PoE Adapter



FLEX-Link

Single Port Extended Ethernet/PoE Adapter



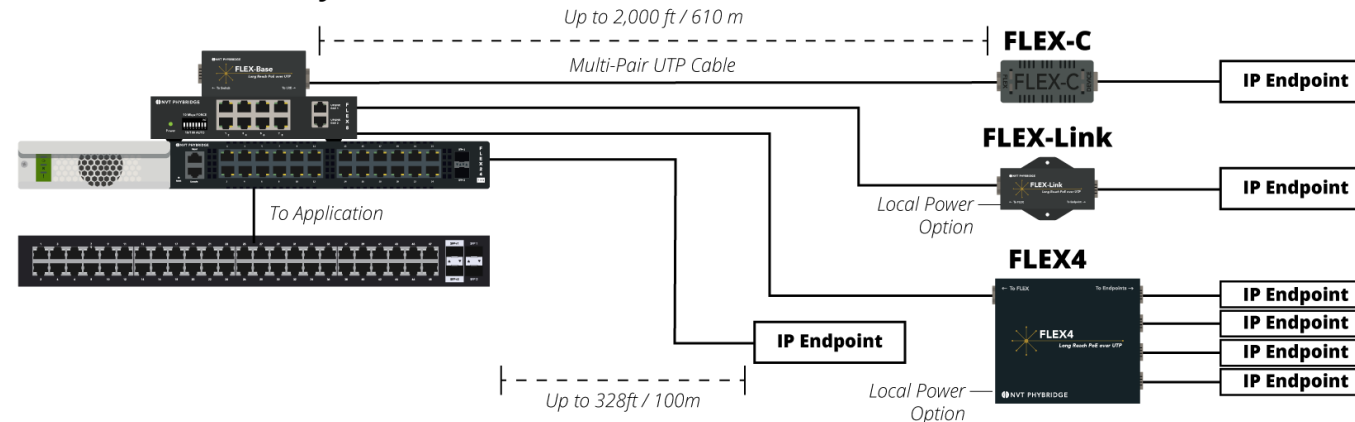
FLEX4

4-Port Port Extended Ethernet/PoE Adapter



IP Made Simple

FLEX Family



Single Port EC Extender Kit (NV-FLXLK-XXKIT)

Includes: FLEX-Base Extender, FLEX-Link Adapter, and 60W, 55V external power supply
EN 50121-4 Standard for Railway/Subway environments

4-Port FLEX Extender Kit (NV-FLX-04-XXKIT)

Includes: FLEX-Base Extender, FLEX4 Adapter, and 110W, 55V external power supply
EN 50121-4 Standard for Railway/ Subway environments

PRODUCT & ACCESSORY CODES:

NV-FLX-024-10G:

24 Port Managed Switch

NV-FLX-08:

8 Port Unmanaged Switch

NV-FLXLK-BSE:

Single port Extender solution

NV-FLXLK-C:

FLEX-C Adapter

NV-FLXLK:

FLEX-Link Adapter

NV-FLX-04:

FLEX4 Adapter

NV-PL-DCCBL:

Pack of 4 DC cables for power sharing

NV-PS55-110W:

55VDC 110W optional power supply

NV-PS55-60W

55VDC 60W optional power supply

NV-PL-1110-PWR

1,000-Watt Replacement Power Supply

NVT Phybridge FLEX® Reseller Battlecard

The only switch to deliver Ethernet and power over two or four pair of UTP cable with up to 2,000ft (610m) reach.

FLEX TECH DIFFERENCE

PoE over a two or four-pair of UTP cable with extended reach – Managed, unmanaged, and Extender solutions – Robust PoE power capabilities – Enterprise grade switch with similar results to traditional switches over traditional CAT5E cabling.



WHO IS NVT PHYBRIDGE?

NVT Phybridge is a North American technology innovator and global leader in disruptive, award-winning PoE network innovations that are TAA & NDAA compliant. Since 2007, NVT Phybridge has helped organizations modernize to IP while eliminating the high costs, disruption, and complexity associated with traditional rip-and-replace network projects.

Why Partners Trust NVT Phybridge

- Over \$1 billion in revenues accelerated
- Together, helped end users save over \$300 million in infrastructure costs
- Pioneer in Ethernet and PoE over two and four pairs of UTP cable
- North American innovation with global adoption
- Trusted by government, healthcare, education, hospitality, transportation, and enterprise organizations

POSITIONING MESSAGE

Modernize to IP Without Compromise

NVT Phybridge helps organizations build secure, robust, and scalable IP networks while dramatically reducing infrastructure costs, deployment complexity, and operational disruption.

QUICK RESOURCES:

Product:

- [FLEX Family Page](#)
- [24 Port Managed Switch](#)
- [8 Port Unmanaged Switch](#)
- [Single-Port Extender](#)
- [Customer Success Stories](#)
- [Performance Reports](#)
- [Product Catalog](#)

Training:

- [Technical Overview](#)
- [Technical Certification](#)
- [Sales Training](#)
- [Customer Engagement Resources](#)
- [Contact Us](#)

THE CHALLENGE

Traditional switch infrastructure creates major barriers to IP modernization:

- High cabling and infrastructure costs
- Operational disruption during deployment
- Complex network redesigns
- Security concerns
- Long deployment cycles
- ROI and TCO assurances
- Increased pressure on the customer's IT resources

KEY BUSINESS OUTCOMES

For Distribution & Reseller Partners

- Be a thought leader – bring value to customers
- Accelerate revenues & improve margins
- Shorten sales cycles
- Simplify deployments
- Differentiate from competitors
- Reduce infrastructure objections
- Create scalable and repeatable customer success

KEY BUSINESS OUTCOMES

For End Users

- Reduce infrastructure costs by 40% to 80%
- Reduce disruption and downtime
- Improve ROI
- Modernize faster
- Build a more secure and robust network
- Enable an all-IP environment
- Reduce stress & management complexity on IT teams

TARGET VERTICALS

- Government
- Corrections
- Healthcare
- Education
- Hospitality
- Transportation
- Retail & Banking
- Distributed Enterprise
- Hosted & Cloud Environments

Key Stakeholders

- CIO / CTO
- IT Leadership
- Voice Teams
- Physical Security Managers
- Operations Leadership
- Digital Transformation Teams

CONVERSATION STARTERS

- “How are you currently connecting IP endpoints back to the application?”
- “Are infrastructure costs or disruption slowing your IP modernization projects?”
- “Have you explored alternatives to rip-and-replace network infrastructures?”
- “Would reducing deployment complexity and accelerating ROI create value for your organization?”
- “Are you looking for a more secure and scalable path to all-IP?”
- “Have you heard of Modern LAN Principles by Frost & Sullivan?”

THE NVT PHYBRIDGE ADVANTAGE - FLEX® Technology

The FLEX switch family delivers Ethernet and PoE over two or four pairs of UTP cable (CAT5e, CAT6, or better) with up to 6X the reach of traditional switches.

This allows you to confidently modernize to IP using your existing or new infrastructure - without costly rip-and-replace projects or having to establish IDF closets or use fibre in new environments.

“Did you know NVT Phybridge has the breadth and depth of Single Pair UTP, Coax, and 2 or 4 Pair solutions?”

IDEAL APPLICATIONS

IP Endpoints Supported

- IP Phones
- IP Speakers
- IP Access Control
- IP Sensors
- IP Cameras
- Wi-fi Access Points
- Any IEEE 802.3af/at compliant device

“Delivering up to 50 Watts of power over 2 or 4 pair UTP, up to 2,000ft (610m).”

Ideal Customer Indicators

- Legacy endpoints and systems approaching end-of-life
- Maintaining analog or digital endpoints
- Organizations facing infrastructure barriers
- Large distributed campuses or facilities
- Customers concerned about disruption during modernization
- Organizations wanting all-IP without infrastructure overbuild

WHY PARTNERS ARE WINNING WITH NVT PHYBRIDGE INNOVATIONS

Unique Market Differentiators

- Delivers Ethernet + PoE (50W) over two or four pairs of UTP cable.
- Up to 6X the reach of traditional switches
- Reduces costly rewiring & IDF expansion projects
- Uses existing, proven infrastructure
- Accelerates deployment timelines, eliminating competition
- Simplifies digital transformation & retaining end-to-end control

NVT Phybridge CLEER® Battlecard

The only switch to deliver Ethernet and Power Over a Coax cable with up to 6,000ft (1,830m) reach.

CLEER TECH DIFFERENCE

PoE over Coax cable with extended reach – Managed, unmanaged, and extender solution – Robust PoE power capabilities – Enterprise grade switch with similar results to traditional switches over traditional CAT5E cabling.

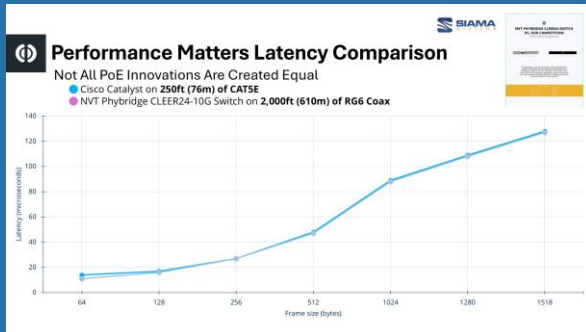


PERFORMANCE MATTERS

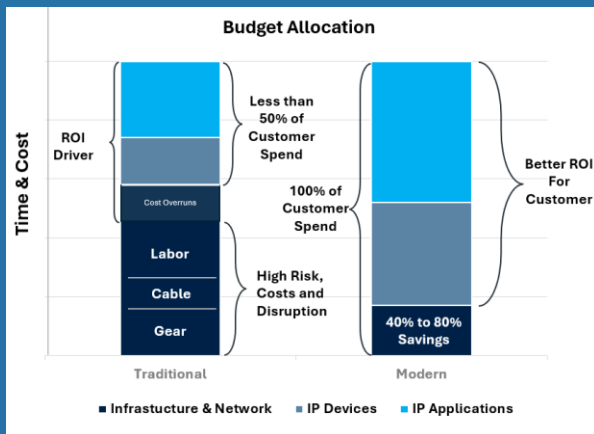
RFC-2544 Test Results



Similar latency performance for CLEER on 2,000ft (610m) of RG6 Coax vs the Cisco Catalyst switch on 250ft (76m) of CAT5E cable.



Improve IP Modernization Outcomes for You and Your Customers



CLEER24-10G

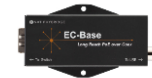
24-Port 10 Gigabit Managed Ethernet/PoE Over Coax Switch



EC10
10-Port Unmanaged Ethernet/PoE over Coax Switch



EC-Base
Single-Port Unmanaged Ethernet/PoE over Coax Extender



CLEER Adapter Options

EC-Link
Single-Port Long Range Ethernet over Coax Adapter



EC-Link+
Single-Port Long Range Ethernet over Coax Adapter

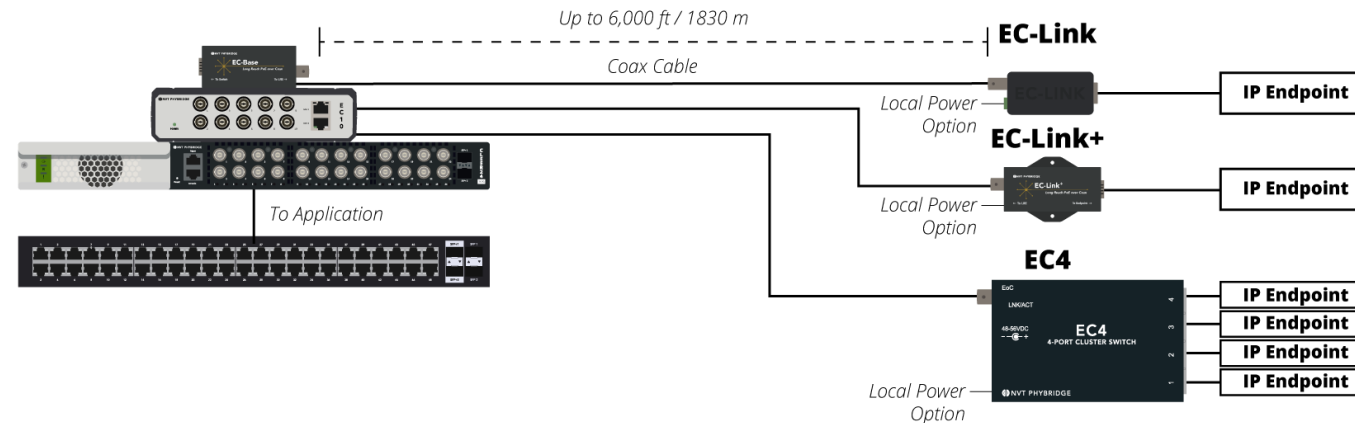


EC4
4-Port Long Range Ethernet over Coax Adapter



IP Made Simple

CLEER FAMILY



Single Port EC Extender Kit (NV-ECLK-PLS-XKIT)

Includes: EC-Base Extender, EC-Link+ Adapter, and 60W, 55V external power supply
EN 50121-4 Standard for Railway/Subway environments

4-Port EC Extender Kit (NV-EC-04-XKIT)

Includes: EC-Base Extender, EC4, Adapter, and 110W, 55V external power supply
EN 50121-4 Standard for Railway/ Subway environments

PRODUCT & ACCESSORY CODES:

NV-CLR-024-10G:
24 Port Managed Switch

NV-EC-10:
10 Port Unmanaged Switch

NV-ECLK-BSE:
Single Port Extender solution

NV-ECLK:
EC-Link Adapter

NV-ECLK-PLS:
EC-Link+ Adapter

NV-EC-04:
EC4 Adapter

NV-PL-RMEC10 :Rack Mount Kit for 2 unmanaged switches

NV-PL-DCCBL:
Pack of 4 DC cables for power sharing

NV-PS55-110W:
55VDC 110W optional power supply

NV-PS55-60W
55VDC 60W optional power supply

NV-PL-1110-PWR
1,000-Watt Replacement Power Supply

NVT Phybridge CLEER® Reseller Battlecard

The only switch to deliver Ethernet and Power Over a Coax cable with up to 6,000ft (1,830m) reach.

CLEER TECH DIFFERENCE

PoE over Coax cable with extended reach – Managed, unmanaged, and extender solution – Robust PoE power capabilities – Enterprise grade switch with similar results to traditional switches over traditional CAT5E cabling.



WHO IS NVT PHYBRIDGE?

NVT Phybridge is a North American technology innovator and global leader in disruptive, award-winning PoE network innovations that are TAA & NDAA compliant. Since 2007, NVT Phybridge has helped organizations modernize to IP while eliminating the high costs, disruption, and complexity associated with traditional rip-and-replace network projects.

Why Partners Trust NVT Phybridge

- Over \$1 billion in revenues accelerated
- Together, helped end users save over \$300 million in infrastructure costs
- Pioneer in Ethernet and PoE over Coax cable
- North American innovation with global adoption
- Trusted by government, healthcare, education, hospitality, transportation, and enterprise organizations

POSITIONING MESSAGE

Modernize to IP Without Compromise

NVT Phybridge helps organizations build secure, robust, and scalable IP networks while dramatically reducing infrastructure costs, deployment complexity, and operational disruption.

QUICK RESOURCES:

Product:

- [CLEER Family Page](#)
- [24 Port Managed Switch](#)
- [10 Port Unmanaged Switch](#)
- [Single Port Extender](#)
- [Customer Success Stories](#)
- [Performance Reports](#)
- [Product Catalog](#)

Training:

- [Technical Overview](#)
- [Technical Certification](#)
- [Sales Training](#)
- [Customer Engagement Resources](#)
- [Contact Us](#)

THE CHALLENGE

Traditional switch infrastructure creates major barriers to IP modernization:

- High cabling and infrastructure costs
- Operational disruption during deployment
- Complex network redesigns
- Security concerns
- Long deployment cycles
- ROI and TCO assurances
- Increased pressure on the customer's IT resources

KEY BUSINESS OUTCOMES

For Distribution & Reseller Partners

- Be a thought leader – bring value to customers
- Accelerate revenues & improve margins
- Shorten sales cycles
- Simplify deployments
- Differentiate from competitors
- Reduce infrastructure objections
- Create scalable and repeatable customer success

KEY BUSINESS OUTCOMES

For End Users

- Reduce infrastructure costs by 40% to 80%
- Reduce disruption and downtime
- Improve ROI
- Modernize faster
- Build a more secure and robust network
- Enable an all-IP environment
- Reduce stress & management complexity on IT teams

TARGET VERTICALS

- Government
- Corrections
- Healthcare
- Education
- Hospitality
- Transportation
- Retail & Banking
- Distributed Enterprise
- Hosted & Cloud Environments

Key Stakeholders

- CIO / CTO
- IT Leadership
- Voice Teams
- Physical Security Managers
- Operations Leadership
- Digital Transformation Teams

CONVERSATION STARTERS

- “How are you currently connecting IP endpoints back to the application?”
- “Are infrastructure costs or disruption slowing your IP modernization projects?”
- “Have you explored alternatives to rip-and-replace network infrastructures?”
- “Would reducing deployment complexity and accelerating ROI create value for your organization?”
- “Are you looking for a more secure and scalable path to all-IP?”
- “Have you heard of Modern LAN Principles by Frost & Sullivan?”

THE NVT PHYBRIDGE ADVANTAGE - CLEER® Technology

The CLEER family delivers Ethernet and PoE over Coax cable (RG6, RG11, or RG59) with up to 18X the reach of traditional switches.

This allows you to confidently modernize to IP using your existing infrastructure – without costly rip-and-replace projects.

“Did you know no other switch provider in the world has the breadth and depth of Single Pair UTP, Coax, and 2 or 4 Pair solutions?”

IDEAL APPLICATIONS

IP Endpoints Supported

- IP Phones
- IP Speakers
- IP Access Control
- IP TV and Bedside Terminals in Hospitals
- IP Cameras
- Wi-fi Access Points
- Any IEEE 802.3af/at compliant device

“Delivering up to 50 Watts of power over Coax cable.”

Ideal Customer Indicators

- Legacy endpoints and systems approaching end-of-life
- Maintaining analog or digital endpoints
- Organizations facing infrastructure barriers
- Large distributed campuses or facilities
- Customers concerned about disruption during modernization
- Organizations wanting all-IP without infrastructure overbuild

WHY PARTNERS ARE WINNING WITH NVT PHYBRIDGE INNOVATIONS

Unique Market Differentiators

- Delivers Ethernet + PoE over coax cabling
- Up to 18X the reach of traditional switches
- Reduces costly rewiring & IDF expansion projects
- Uses existing, proven infrastructure
- Accelerates deployment timelines, eliminating competition
- Simplifies digital transformation & retaining end-to-end control

NVT Phybridge 1701+® Battlecard

The EC-1701+ extender delivers up to 420Mbps and PoE+ over Coax, single pair UTP or 2 wire infrastructures with reach of up to 8,000ft (2.4km) on RG6.

EC-1701+ TECH DIFFERENCE

PoE over a Coax, single pair UTP or 2 wire with extended reach –
Extender solution – Robust PoE power capabilities – Enterprise grade
single pair switch with similar results to traditional switches over
traditional CAT5E cabling.



PERFORMANCE MATTERS

RFC-2544 Test Results

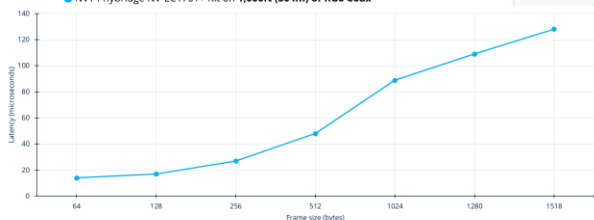


We do comprehensive network performance testing for all of our products. For more details and reports, visit our website.

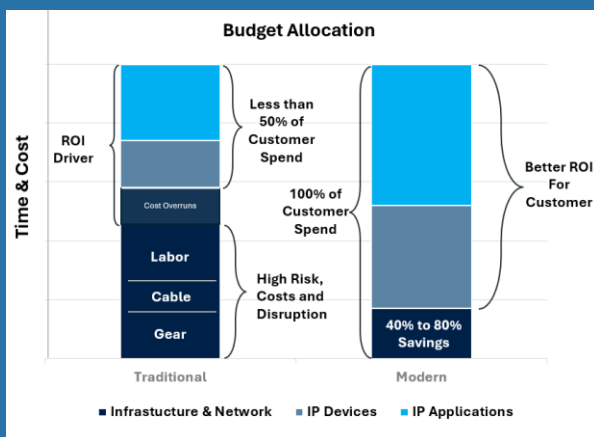
Performance Matters Latency Comparison

Not All PoE Innovations Are Created Equal

● NVT Phybridge NV-EC1701+ Kit on 1,000ft (304m) of RG6 Coax

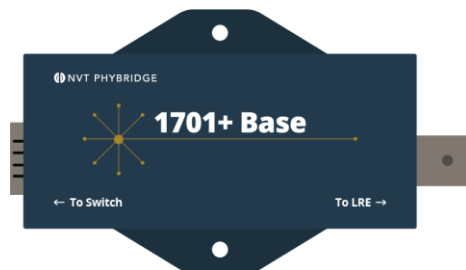


Improve IP Modernization Outcomes for You and Your Customers



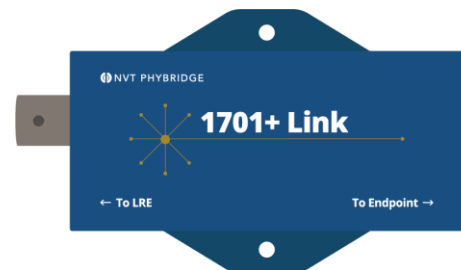
1701+ Base

Single-Port Extender – Head end unit



1701+ Link

Single-port Extender – Field unit



Extender Kit Options

NV-EC1701PLS-XXKIT

1 x NV-EC1701PLS-BSE,
1 x NV-EC-1701PLS-LK,
1 x NV-PS55-60W, 1 x NV-BNCA-2P

NV-EC1701PLS-K2H

1 x NV-EC1701PLS-BSE,
2 x NV-EC-1701PLS-LK,
1 x NV-PS55-110W, 1 x NV-BNCA,
1 x NV-BNCA-2P, 1 x NV-BNCT

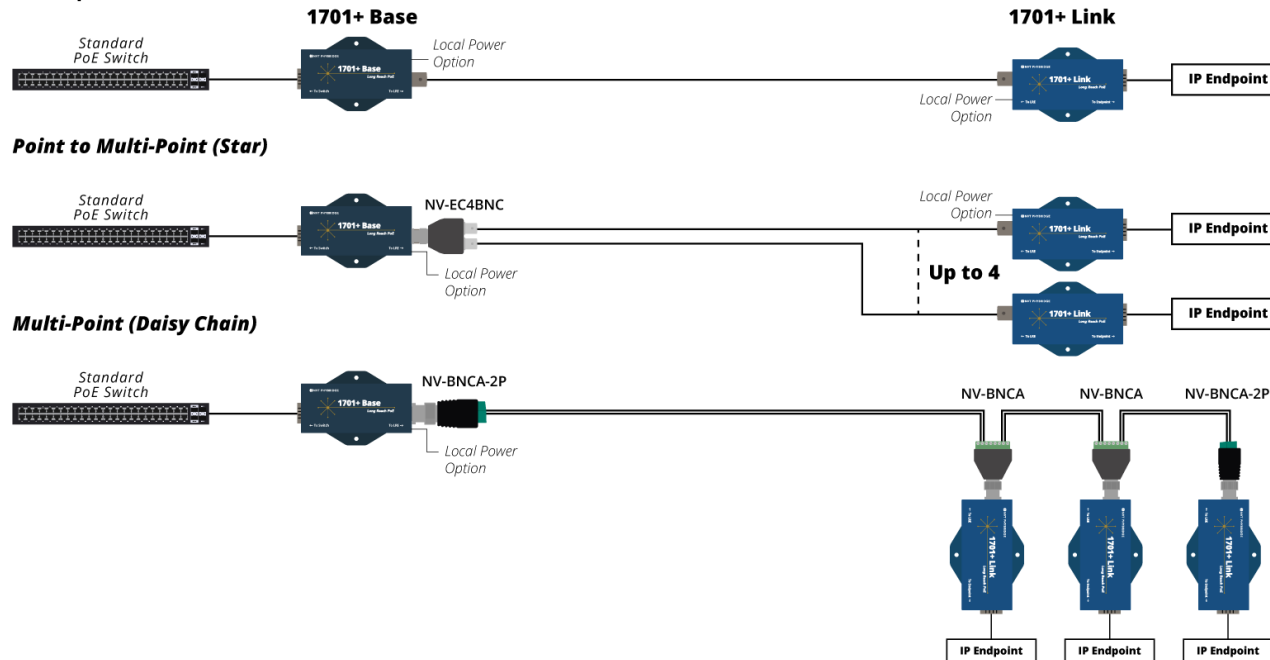
NV-EC1701PLS-K3H

1 x NV-EC1701PLS-BSE,
3 x NV-EC-1701PLS-LK,
1 x NV-PS55-110W, 1 x NV-BNCA,
2 x NV-BNCA-2P, 1 x NV-EC4BNC

NV-EC1701PLS-K4H

1 x NV-EC1701PLS-BSE,
4 x NV-EC-1701PLS-LK,
1 x NV-PS55-110W, 1 x NV-BNCA,
2 x NV-BNCA-2P, 1 x NV-EC4BNC

IP Made Simple



PRODUCT & ACCESSORY CODES:

NV-EC1701PLS-BSE: EC-1701+ Base Extender

NV-EC1701PLS-LK: EC-1701+ Link Extender

NV-BNC-8: Coax Jumper Cables (8)

NV-BNCA: BNC to 2-Wire Adaptor

NV-BNCT: "T" Adapter

NV-BNCA-2P: 2 x BNC to 2Pin Screw Terminal Adapter, pack of 2

NV-EC4BNC: BNC Coax Splitter 1:4

NV-BNCFT-8: BNC Male to F-type Female Adapter

NV-PS55-60W: 55VDC 60W optional power supply

NV-PS55-110W: 55VDC 110W optional power supply

NVT Phybridge EC-1701+® Reseller Battlecard

The EC-1701+ extender delivers up to 420Mbps and PoE+ over Coax, single pair UTP, or 2-wire infrastructures with a reach of up to 8,000ft (2.4km) on RG6.

EC-1701+ TECH DIFFERENCE

PoE over a Coax, single pair UTP, or 2-wire with extended reach –
Extender solution – Robust PoE power capabilities – Enterprise grade
single-pair switch with similar results to traditional switches over
traditional CAT5E cabling.



WHO IS NVT PHYBRIDGE?

NVT Phybridge is a North American technology innovator and global leader in disruptive, award-winning PoE network innovations that are TAA & NDAA compliant. Since 2007, NVT Phybridge has helped organizations modernize to IP while eliminating the high costs, disruption, and complexity associated with traditional rip-and-replace network projects.

Why Partners Trust NVT Phybridge

- Over \$1 billion in revenues accelerated
- Together, helped end users save over \$300 million in infrastructure costs
- Pioneer in Ethernet and PoE over a single pair of wire
- North American innovation with global adoption
- Trusted by government, healthcare, education, hospitality, transportation, and enterprise organizations

POSITIONING MESSAGE

Modernize to IP Without Compromise

NVT Phybridge helps organizations build secure, robust, and scalable IP networks while dramatically reducing infrastructure costs, deployment complexity, and operational disruption.

QUICK RESOURCES:

Product:

- [EC-1701+ Family Page](#)
- [EC-1701+ Base](#)
- [EC-1701+ Link](#)
- [Customer Success Stories](#)
- [Performance Reports](#)
- [Product Catalog](#)

Training:

- [Technical Overview](#)
- [Technical Certification](#)
- [Sales Training](#)
- [Customer Engagement Resources](#)
- [Contact Us](#)

THE CHALLENGE

Traditional switch infrastructure creates major barriers to IP modernization:

- High cabling and infrastructure costs
- Operational disruption during deployment
- Complex network redesigns
- Security concerns
- Long deployment cycles
- ROI and TCO assurances
- Increased pressure on the customer's IT resources

KEY BUSINESS OUTCOMES

For Distribution & Reseller Partners

- Be a thought leader – bring value to customers
- Accelerate revenues & improve margins
- Shorten sales cycles
- Simplify deployments
- Differentiate from competitors
- Reduce infrastructure objections
- Create scalable and repeatable customer success

KEY BUSINESS OUTCOMES

For End Users

- Reduce infrastructure costs by 40% to 80%
- Reduce disruption and downtime
- Improve ROI
- Modernize faster
- Build a more secure and robust network
- Enable an all-IP environment
- Reduce stress & management complexity on IT teams

TARGET VERTICALS

- Government
- Corrections
- Healthcare
- Education
- Hospitality
- Transportation
- Retail & Banking
- Distributed Enterprise
- Hosted & Cloud Environments

Key Stakeholders

- CIO / CTO
- IT Leadership
- Voice Teams
- Physical Security Managers
- Operations Leadership
- Digital Transformation Teams

CONVERSATION STARTERS

- “How are you currently connecting IP endpoints back to the application?”
- “Are infrastructure costs or disruption slowing your IP modernization projects?”
- “Have you explored alternatives to rip-and-replace network infrastructures?”
- “Would reducing deployment complexity and accelerating ROI create value for your organization?”
- “Are you looking for a more secure and scalable path to all-IP?”
- “Have you heard of Modern LAN Principles by Frost & Sullivan?”

THE NVT PHYBRIDGE ADVANTAGE – EC-1701+® Technology

The EC-1701+ extender delivers up to 420Mbps and PoE+ over Coax, single-pair UTP, or 2-wire infrastructures with a reach of up to 8,000ft (2.4km) on RG6.

This allows you to confidently modernize to IP using your existing infrastructure - without costly rip-and-replace projects.

“Did you know no other switch provider in the world has the breadth and depth of Single Pair UTP, Coax, and 2 or 4 Pair solutions?”

IDEAL APPLICATIONS

IP Endpoints Supported

- IP Phones
 - IP Speakers
 - IP Access Control
 - IP Sensors
 - IP Cameras
 - Wi-fi Access Points
 - Any IEEE 802.3af/at compliant device
- “Delivering up to 50 Watts of power over Coax, single-pair UTP, or 2-wire.”*

Ideal Customer Indicators

- Legacy endpoints and systems approaching end-of-life
- Maintaining analog or digital endpoints
- Organizations facing infrastructure barriers
- Large distributed campuses or facilities
- Customers concerned about disruption during modernization
- Organizations wanting all-IP without infrastructure overbuild

WHY PARTNERS ARE WINNING WITH NVT PHYBRIDGE INNOVATIONS

Unique Market Differentiators

- Delivers Ethernet + PoE over Coax, single pair UTP, or 2-wire
- Up to 24X the reach of traditional switches
- Reduces costly rewiring & IDF expansion projects
- Uses existing, proven infrastructure
- Accelerates deployment timelines, eliminating competition
- Simplifies digital transformation & retaining end-to-end control