

**KCOM** wholesale

**Zyxel EX5401 Router  
Communication Provider  
Brief**

# Introducing our new Zyxel Router

Zyxel EX5401



## Faster Wi-Fi speeds

More streams for devices to connect to. Meaning Wi-Fi 6 devices receive up to 40% increase in speed vs Wi-Fi 5 devices



## Built for the future

Aims to relieve network congestion to cope with the demand of increasing number of devices being connected such as Smart Homes



## More antennas

Additional antennas vs our current routers to extend Wi-Fi performance across the home to reach further



## High performance

Using new technology to enhance the experience when connecting multiple devices

# Why are we introducing a new router?

## To provide a premium service to our customers

- 1 With the new Zyxel EX 5401 we are ensuring our customers are being served with the **best technologies** that makes sure they have a seamless internet experience.

## Increased Wi-Fi speeds customers are obtaining

- 4 Stronger Wi-Fi signals that our current routers, and fastest speed connection with Wi-Fi 6 enabled devices.

## Better Wi-Fi coverage in homes

- 2 The Zyxel EX5401 has more antennas that ensures dead zones within the homes of customers are reduced. The XMG router has the 3\*3 on the 2.4Ghz and 4\*4 on the 5Ghz while the EX5401 has 4\*4 antenna on the 2.4Ghz and 5Ghz.

## Keeping up with Wi-Fi technology

- 5 Our Zyxel XMG & Technicolor DGA are Wi-Fi 5 and not the latest Wi-Fi standard. Ensuring we're on par with the competition.

## Reduce faults complaints calls

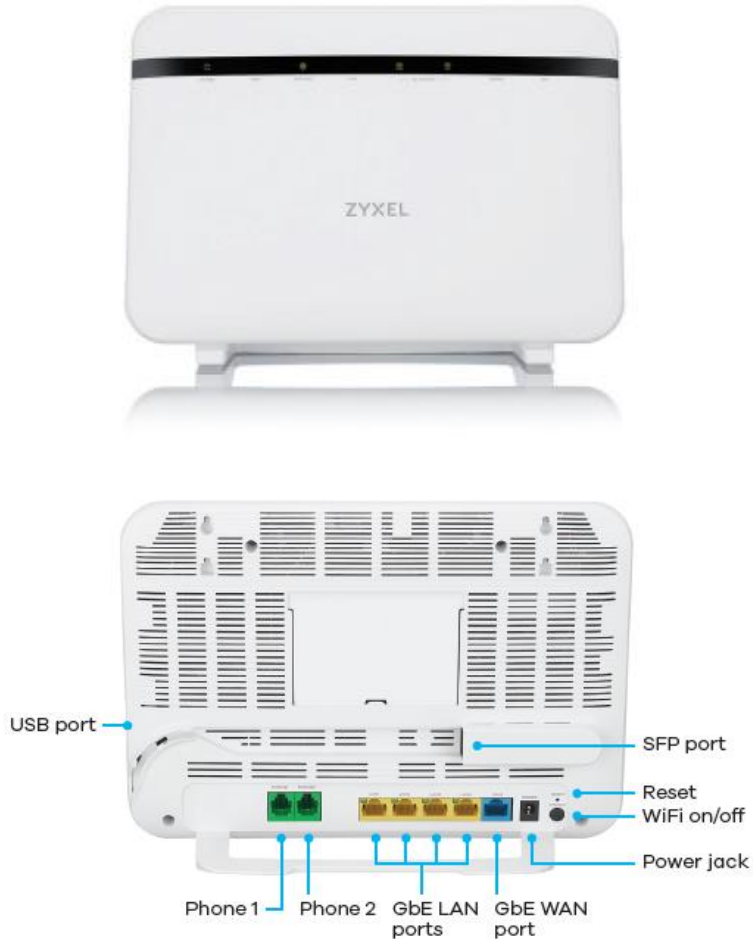
- 3 Better Wi-Fi performance with the latest technology which will perform better than our current routers.

## Increased demand for more devices connected

- 6 Our new router has capacity to host over 40 devices at the same time without lagging. This ensures our customers have no issues connecting with their friends and family as the router has the capability to accommodate lots of devices.

WHY

# More about Zyxel EX5401



<b>Router Name</b>	<b>Zyxel EX5401</b>
<b>Wi-Fi standard</b>	Wi-Fi 6
<b>Speed</b>	2.4Ghz 4x4 up to 1,148Mbps *
<b>Speed</b>	5Ghz 4x4 up to 4,804Mbps *
<b>Band</b>	Dual Band
<b>Technology ability</b>	FTTP only
<b>Wireless Security</b>	WPA2, WPA2-PSK, WPA3
<b>SSID</b>	Can support up to 4
<b>Compatible with Smart Wi-Fi</b>	Yes
<b>Pricing (purchase or replacement only)</b>	£119 Inc. Vat
<b>Launch Date</b>	3 <sup>rd</sup> April, 2023

\* Theoretical speeds only through a wired connection

# WS Router - Quick Start Guide

## Where is the best place to put my router?

Choosing a good place to put your router is really important and it can make a real difference to the wireless experience you'll get. To avoid the router overheating, use the stand provided and make sure you don't place it in an enclosed space or in direct sunlight.

Have a look at our tips below for the best place to put your router and some advice on how to get the best service.

## Tips for placing your router

### 1. Choose a central location

Make sure your router is as close to your wireless devices as possible, but also central in your home to give you the best range possible.

### 2. Don't hide away your router

Your router will give you the best wireless signal when it's out in the open, away from any walls or obstructions (e.g. large TVs and large metal objects).

### 3. Place your router as high as you can

The wireless signal coming from your router will be able to travel further if your router isn't on the floor. Try placing it on a table or a shelf.

### 4. Consider replacing older devices

Devices or pieces of equipment that are several years old (generally 5 years or older) can slow down your network. They may also not be capable of connecting with the speeds your router is supplying.

### 5. Avoid interference

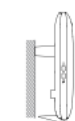
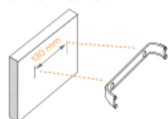
Try to keep your router away from cordless phones, baby monitors and microwaves – the further away the better. These devices use signals that can interfere with your router and its wireless signal.

Ensure that the black power cable and the yellow Ethernet cable are not jumbled together as this can cause electrical interference and can slow down your broadband speed.

## Place on the stand



## Or wall mounted



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## Your new router guide

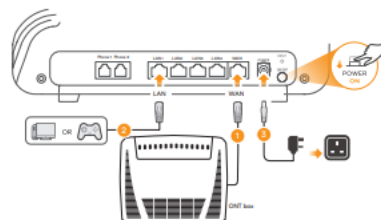
### Pack contents



If you have any problems or need help connecting other devices, please call your current Service Provider.

## What to find on your Router

### 1. The back of the Router



- 1 WAN port - Plug your Ethernet cable (yellow cable) into this port, and then into the ONT box on the wall.
- 2 LAN port - If you would like to wire any of your devices (such as a laptop or gaming console) to your Router, use the LAN ports.
- 3 Power port - Connect the power cable and press the power button to switch on.

### 2. What do the lights mean?

INTERNET	Green	On - Internet is ready.
	Red	Off - Internet is not ready.
POWER	Green	On - Power is on.
	Blinking	Starting up.
	Red	On - Malfunctioning.
	Blinking	Upgrading firmware.

## How to setup your Router

### Step 1 - Plug everything in

If you've had your Full Fibre Broadband installed, you should have a white box on your wall (known as the ONT).

Find the LAN1 port on this white box and plug in one end of the Ethernet cable (the yellow one).

Now plug the other end of the Ethernet cable into the blue WAN port on the back of the router.

Finally, clip the two parts of your power supply unit together and then plug the power cable into the router.

### Step 2 - Turn on the router

Press the power button on the back of the router to turn it on. Your router will set itself up automatically.

It can take up to 20 minutes for the router to completely install, so you might want to go and make yourself a cup of tea.

**The router may switch off and on during this period. It is important that you leave the power on.**

Wait for the WAN and INTERNET lights to go solid blue for at least five minutes before connecting your devices.

### Step 3 - Connect to wireless

You can connect your devices wirelessly using the wireless details on the label, on the back of your router.

Your router is dual-band, but new technology means you don't have to worry about which network is best for the device you're using.

Simply connect your device, and the router will automatically provide the best connection. power cable into the router.

SSID is the wireless name  
The Wireless key is the password



## Connecting your devices

### Connect your Apple device to your WiFi

1. On your device, go to Settings, then select WiFi from the list
2. Find the name of your router on the list (SSID) and then tap on it
3. You'll now be asked for a Password. Type in your **Wireless Key** from the bottom of the router and tap **Join**

### Connect your Android device to your WiFi

1. On your device, go to Settings, then select WiFi or Connections from the list
2. Find the name of your router on the list (SSID) and then tap on it
3. You'll now be asked for a Password. Type in your **Wireless Key** from the bottom of the router and tap **Connect**

### Connect your Windows PC to your WiFi

1. On your PC, click on or at the bottom right of your screen
2. Find the name of your router on the list (SSID), click on it, and then click **Connect**
3. When it asks you to type in the **Security Key** or **Network Key**, type in your **Wireless Key** from the bottom of the router and click **OK**

# Staff Trial Analysis

**Trialists saw an improvement across all measurements when trialing the new router.**

Measurement	Score from previous router (out of 10)	Increase	Score from Zyxel EX5401 (out of 10)
Reach of Wi-Fi signal around the home	6.7	+1.4	8.1
Ease of connecting to Wi-Fi in rooms you have issues with	5.8	+1.6	7.4
Reliability of broadband when connected to Wi-Fi	7.3	+0.8	8.1
Speed of broadband when connected to Wi-Fi	6.9	+1.7	8.6
Current experience when connecting multiple devices to Wi-Fi at the same time	7.2	+1.3	8.5

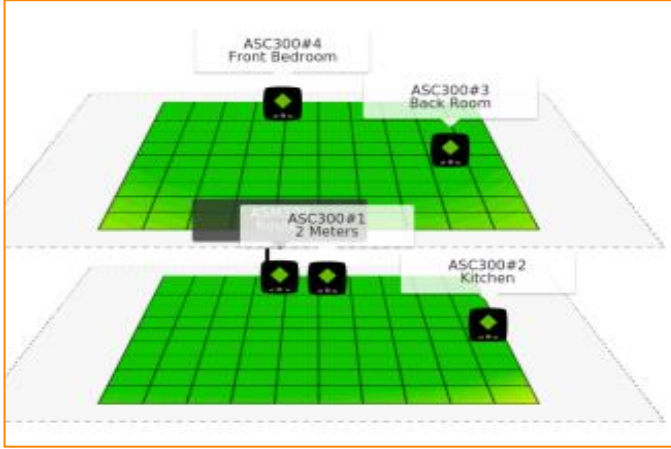
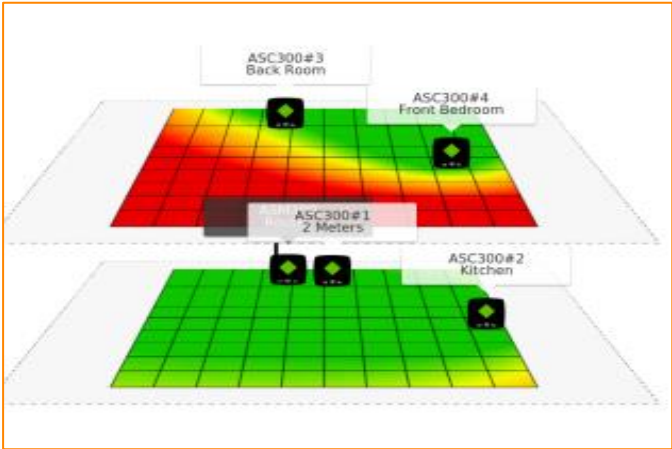
**When tested for interference on the 2.4Ghz frequency, the Zyxel out performed the Zyxel XMG router**

**CURRENT ROUTER**

**NEW ROUTER**

**ZYXEL XMG3927**

**ZYXEL EX5401**



# Comparison with Previous Router

## CALL OUTS



### Antenna Qty

In comparison to the XMG & Technicolor routers, what makes the Zyxel EX 5401 standout is the antenna quality @ 2.4Ghz – 4x4 and 5Ghz – 4x4.



### Wi-fi 6

The only router that has the latest Wi-Fi 6 capability.



### Compatibility with Smart Wi-fi

The next gen router is Mesh capable, meaning it has the capability to serve as a Smart Wi-Fi.



### Technology Compatibility

Better compatibility with latest technology as more devices are supported by Zyxel EX 5401



Zyxel XMG3927



Technicolor DGA4231



Zyxel EX5401

	Zyxel XMG3927	Technicolor DGA4231	Zyxel EX5401
<b>Current customer volume</b>	50,225	18,184	Nil
<b>Age (manufactured)</b>	2019 (4 years)	2019 (4 years)	2022
<b>Bands</b>	Dual band	Dual band	Dual Band
<b>Wi-Fi Standard</b>	Wi-Fi 5	Wi-Fi 5	Wi-Fi 6
<b>Wireless standard</b>	802.11b/g/n (2.4GHz) 802.11ac/n (5GHz)	802.11b/g/n (2.4GHz) 802.11ac/n (5GHz)	802.11b/g/n/ax (2.4GHz) 802.11a/n/ac/ax (5GHz)
<b>Gigabit Throughput (wired)</b>	1Gbps	1Gbps	1Gbps
<b>Antenna Qty</b>	2.4GHz: 3x3 5Ghz: 4x4	2.4GHz: 3x3 5Ghz: 4x4	2.4GHz: 4x4 5Ghz: 4x4