MINI-MESSAGING BRIEF

NETGEAR 5M, 7M, 10M, 15M and 20M Direct Attach SFP+ Cables (AXC765, AXC767, AXC7610, AXC7615, AXC7620)



Plug and Play DAC cables for Simplicity and a Lower Price Than Fiber Transceivers

Introducing new Active and Optical DAC versions of 5-meter, 7-meter, 10-meter, 15-meter and 20-meter Direct Attach SFP+ cables for 10G network cabling between SFP+ devices (network switches, servers, storage).

SFP+ Direct Attach Cables integrate SFP+ compatible active connectors with a copper twin-axial cable, or a duplex fiber optic cable into a low-latency, energy-efficient and low-cost cabling solution. DAC cables are available in several lengths up to 20 meters (33 ft) and are currently the best cabling option for short runs of 10 Gigabit Ethernet between SFP+ switches and SFP+ endpoints (servers, storage).

Top-of-Rack (ToR) switches use the SFP+ form factor to provide high port density 10 Gigabit Ethernet in an efficient 1U form factor with lowest power consumption. Server and network storage vendors use 10 Gigabit SFP+ network adapters on their equipment for the same reason. DAC cables simplify rack cabling and termination: Each server and network storage device can be directly connected to the ToR switch, eliminating the need for intermediate patch panels. DAC cables are flexible enough for vertical cabling management within the rack architecture. The only cabling outside the rack is the ToR switch uplink connection to the aggregation layer, making moving racks easy.

All NETGEAR Modules and Direct Attach Cables are backed by a NETGEAR limited 5-year Hardware Warranty.

NETGEAR®

NETGEAR 5M, 7M, 10M, 15M and 20M Direct Attach SFP+ Cables (AXC765, AXC767, AXC7610, AXC7615, AXC7620)

*Titles with * have to be copied at the beginning of the PSS sheet.*

Category Name*

Modules

Product Names*

NETGEAR 5M Direct Attach Active SFP+ DAC Cable (AXC765)
NETGEAR 7M Direct Attach Active SFP+ DAC Cable (AXC767)
NETGEAR 10M Direct Attach Active SFP+ DAC Cable (AXC7610)
NETGEAR 15M Direct Attach Active Optical SFP+ DAC Cable (AXC7615)
NETGEAR 20M Direct Attach Active Optical SFP+ DAC Cable (AXC7620)

Ecom Product Names*

55 characters:	NETGEAR 5M Direct Attach Active SFP+ DAC Cable (AXC765)
55 characters:	NETGEAR 7M Direct Attach Active SFP+ DAC Cable (AXC767)
57 characters:	NETGEAR 10M Direct Attach Active SFP+ DAC Cable (AXC7610)
65 characters:	NETGEAR 15M Direct Attach Active Optical SFP+ DAC Cable (AXC7615)
65 characters:	NETGEAR 20M Direct Attach Active Optical SFP+ DAC Cable (AXC7620)

Let's profit and update the Product Names of existing AXC761 and AXC763, for consistency:

56 characters:	NETGEAR 1M Direct Attach Passive SFP+ DAC Cable (AXC761)
56 characters:	NETGEAR 3M Direct Attach Passive SFP+ DAC Cable (AXC763)

Packaging PDP Product Name

NETGEAR 5M Direct Attach Active SFP+ DAC Cable (AXC765)
NETGEAR 7M Direct Attach Active SFP+ DAC Cable (AXC767)
NETGEAR 10M Direct Attach Active SFP+ DAC Cable (AXC7610)
NETGEAR 15M Direct Attach Active Optical SFP+ DAC Cable (AXC7615)
NETGEAR 20M Direct Attach Active Optical SFP+ DAC Cable (AXC7620)

Gift box artwork content

#N/A Plastic Bag with a label on it

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NETGEAR 5M, 7M, 10M, 15M and 20M Direct Attach SFP+ Cables (AXC765, AXC767, AXC7610, AXC7615, AXC7620)

Model Numbers

AXC765-10000S	Worldwide
AXC767-10000S	Worldwide
AXC7610-10000S	Worldwide
AXC7615-10000S	Worldwide
AXC7620-10000S	Worldwide

Headline/Banner Headline (15 words)

Plug and Play DAC Cable for Simplicity and a Lower Price Than Fiber Transceivers!

Long Form Copy/One Liner (30 words)

Introducing new Active and Optical DAC versions of 5-meter, 7-meter, 10-meter, 15-meter and 20-meter Direct Attach SFP+ cables for 10G network cabling between SFP+ devices (network switches, servers, storage).

Long-Form Copy (60 words)

AXC765, AXC767, AXC7610, AXC7615 and AXC7620 are new Active or Active Optical DAC versions of 5-meter to 20-meter Direct Attach SFP+ cables for 10G network cabling between SFP+ devices (network switches, servers, storage). These DAC integrate active SFP+ compatible connectors with a copper twin-axial cable, or a duplex fiber optic cable into a low-latency, energy-efficient and low-cost cabling solution. All NETGEAR Modules and Direct Attach Cables are backed by a NETGEAR limited 5-year Hardware Warranty.

Long-Form Copy (100 words)

AXC765, AXC767 and AXC7610 are new Active DAC versions of 5-meter, 7-meter and 10-meter Direct Attach SFP+ cables for 10G network cabling between SFP+ devices (network switches, servers, storage). AXC7615 and AXC7620 new Active Optical DAC offer even longer 15-meter and 20-meter reach. These DAC integrate active SFP+ compatible connectors with a copper twin-axial cable, or a duplex fiber optic cable into a low-latency, energy-efficient and low-cost cabling solution. They are currently the best cabling option for short runs of 10 Gigabit Ethernet between SFP+ switches and SFP+ endpoints (servers, storage). All NETGEAR Modules and Direct Attach Cables are backed by a NETGEAR limited 5-year Hardware Warranty.

Search Terms (200 characters max)

- DAC SFP+
- Direct Attach
- Passive DAC
- Active DAC
- Optical DAC
- 10G twinax
- 10G coax

NETGEAR®

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Ecom Bullets (5 short bullets)

AXC765
NETGEAR 5M Direct Attach Active SFP+ DAC Cable

- 5-meter (16.4 ft) Active Direct Attach Cable for 10G SFP+ short run
- Active SFP+ connector on both ends replacing SFP+ transceivers
- Highest performance pre-terminated copper twin-axial cable
- Low-latency, energy-efficient and low-cost transparent solution
- 5-Year NETGEAR Limited Warranty

AXC767
NETGEAR 7M Direct Attach Active SFP+ DAC Cable

- 7-meter (23.0 ft) Active Direct Attach Cable for 10G SFP+ short run
- Active SFP+ connector on both ends replacing SFP+ transceivers
- Highest performance pre-terminated copper twin-axial cable
- Low-latency, energy-efficient and low-cost transparent solution
- 5-Year NETGEAR Limited Warranty

AXC7610
NETGEAR 10M Direct Attach Active SFP+ DAC Cable

- 10-meter (32.8 ft) Active Direct Attach Cable for 10G SFP+ short run
- Active SFP+ connector on both ends replacing SFP+ transceivers
- Highest performance pre-terminated copper twin-axial cable
- Low-latency, energy-efficient and low-cost transparent solution
- 5-Year NETGEAR Limited Warranty

AXC7615
NETGEAR 15M Direct Attach Active Optical SFP+ DAC Cable

- 15-meter (49.2 ft) Active Optical Direct Attach Cable for 10G SFP+ short run
- Active SFP+ connector on both ends replacing SFP+ transceivers
- Highest performance pre-terminated duplex fiber optic cable
- Low-latency, energy-efficient and low-cost transparent solution
- 5-Year NETGEAR Limited Warranty

AXC7620
NETGEAR 20M Direct Attach Active Optical SFP+ DAC Cable

- 20-meter (65.6 ft) Active Optical Direct Attach Cable for 10G SFP+ short run
- Active SFP+ connector on both ends replacing SFP+ transceivers
- Highest performance pre-terminated duplex fiber optic cable
- Low-latency, energy-efficient and low-cost transparent solution
- 5-Year NETGEAR Limited Warranty

→ please see following section for updating existing AXC761 and AXC763 bullets, for consistency

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NETGEAR 5M, 7M, 10M, 15M and 20M Direct Attach SFP+ Cables (AXC765, AXC767, AXC7610, AXC7615, AXC7620)

Ecom Bullets: let's profit and update two previous AXC761/3

AXC761
NETGEAR 1M Direct Attach Passive SFP+ DAC Cable

- 1-meter (3.3 ft) Direct Attach Cable for 10G SFP+ short run
- Passive SFP+ connector on both ends replacing SFP+ transceivers
- Highest performance pre-terminated copper twin-axial cable
- Low-latency, energy-efficient and low-cost transparent solution
- 5-Year NETGEAR Limited Warranty

AXC763
NETGEAR 3M Direct Attach Passive SFP+ DAC Cable

- 3-meter (9.8 ft) Direct Attach Cable for 10G SFP+ short run
- Passive SFP+ connector on both ends replacing SFP+ transceivers
- Highest performance pre-terminated copper twin-axial cable
- Low-latency, energy-efficient and low-cost transparent solution
- 5-Year NETGEAR Limited Warranty

Top 5 USPs (Up to 5)

- Lower price – DAC Cables are less costly than using SFP+ transceivers and fiber
- Plug and play simplicity – DAC cables are transparent and easier to install than fiber
- Pre-terminated performance – DAC Cables are tested at the factory and ready to transmit

NETGEAR products to replace

None

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Product Comparison Table (2-6 products, 5-7 features)

	Form Factor	Type	Cable	Connectors	Length
AXC761	DAC	Passive	Twin-axial	SFP+ / SFP+	1m (3.3 ft)
AXC763	DAC	Passive	Twin-axial	SFP+ / SFP+	3m (9.8 ft)
AXC765	DAC	Active	Twin-axial	SFP+ / SFP+	5m (16.4 ft)
AXC767	DAC	Active	Twin-axial	SFP+ / SFP+	7m (23.0 ft)
AXC7610	DAC	Active	Twin-axial	SFP+ / SFP+	10m (32.8 ft)
AXC7615	DAC	Active	Duplex fiber optic	SFP+ / SFP+	15m (49.2 ft)
AXC7620	DAC	Active	Duplex fiber optic	SFP+ / SFP+	20m (65.6 ft)

A+ Content Instructions

Usually no A+ with Modules.

Links to folders with pictures in zip files

Please see the SmartSheet (DAC Cable)

Zip with low resolution, thumbnails in transparent png for web content & Amazon (around 500x500 pixels)

a. One image per product only