



## ***NEWS RELEASE***

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## ***HomePNA Alliance Sees Continued Growth in Home Networking for 2006***

***LAS VEGAS, NV and SAN RAMON, CA – January 4, 2006*** – Today at the CES (Consumer Electronics) Show, The HomePNA alliance, the industry group driving home networking over both coaxial cables and phonelines, announced its home networking trends forecast for 2006.

HomePNA 3.0 technology, which was standardized by the ITU in May 2005, is experiencing a surge of interest for IPTV applications due to its high data rate, guaranteed QoS and ability to operate over both phonelines and coax cables. Products including set top boxes and gateways have been available for over a year and are being field tested and deployed today by leading service providers. With the recent addition of SBC Labs and Scientific-Atlanta to the board and twelve new members in the past two months momentum behind the standard continues to grow strongly.

“We are entering the next phase of home networking deployment,” said Jaime Fink, Director of Product Marketing at 2Wire, Inc. and member of the HomePNA Board of Directors. “Home networking technology is evolving into a critical network component required to deliver new services. HomePNA 3.0 technology is on the leading edge and offers features which are not available today from other technologies that enable it deliver those services.”

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- 1) Telco TV deployments will accelerate worldwide with large telephone company deployments of pure IPTV technology.
- 2) The home network will be considered an extension of the telco's access network for distribution of IPTV services inside the home.
- 3) To meet consumer "quality of experience" expectations, IPTV will be deployed over reliable next generation home networks that provide QoS guarantees.
- 4) Guarantying the IPTV QoS will enable service providers to leverage the same home network for additional services.
- 5) Telcos will rely on "truck-rolls" (the term for a service call) to install the new equipment and will focus on minimizing installation time and effort.
- 6) Telcos will continue to invest in new methods to reduce operational expenses and improve customer support through the use of remote diagnostics and management for the access and home networks.
- 7) Home networks that operate over both coax and phoneline will allow Telcos to employ existing in-home phonelines to further reduce installation costs.
- 8) Deployment of hybrid wired/wireless home networks will grow.
- 9) Effective data rates (the actual data rate after overhead and delays are subtracted) will continue to increase to over 100Mbps to support multiple HDTV channels and networked PVR features.
- 10) Telcos will require standardization of the protocols by accredited standards organizations such as the ITU or IEEE.

### ***About the HomePNA***

HomePNA is an incorporated, non-profit association of industry-leading companies working together to help ensure the adoption of networking industry standards using existing home wiring. Members of HomePNA develop industry standards over both phone line and coax cables with the intent to rapidly bring to market a range of interoperable data and audio/video home networking solutions.

Founded in June 1998, HomePNA's membership includes cutting-edge international companies spanning the networking, telecommunications, hardware, software and consumer electronics industries. For more information on HomePNA visit [www.homepna.org](http://www.homepna.org).

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