

HomePNA-Telus News Release
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HomePNA Contact

Michelle Gamble-Risley
Marketing Director
+1 (916) 300 - 8012
mrисley@homepna.org

HomePNA Leading Choice for TelcoTV in North America

Four of top five largest Telcos deploying TelcoTV drive highest number of installed homes in last quarter

San Ramon, CA – September 3, 2008 – The HomePNA Alliance announced today that more leading North American telcos are deploying its technology and that HomePNA was installed in more North American homes in the last quarter than any other coax home networking solution. In addition, HomePNA announced that TELUS, the \$9 billion Canadian telecommunications company, has chosen the HomePNA 3.1 technology for its TELUS TV service offering.

HomePNA is today's highest-performing existing wire home networking technology, delivering data throughput of up to 320 Mbit/s over existing coax wires. Unlike WiFi, HomePNA provides the reliability and performance needed to deliver triple play services -- especially full HDTV IPTV video distribution with whole-home DVR features -- throughout the digital home. Home PNA 3.1 is the only global existing wire home networking technology standard.

"The addition of TELUS means that of the largest telcos in North America, 4 out of the top 5 that offer TelcoTV now support HomePNA 3.1 home networking technology," noted Michael Wolf, Director of Digital Home research at ABI Research. "This win validates HomePNA as a home networking technology that is optimized for service provider rollouts to enable whole-home entertainment services such as TelcoTV."

"Market leaders like TELUS want to deliver the high definition, interactive TV customers demand at an affordable price and with easy installation," explained Richard Nesin, president of HomePNA. "HomePNA technology lets them meet this goal by offering high quality, reliable services at low cost, using existing home wiring."

"As North American telephone companies execute on their triple play plans, the number of HomePNA homes supporting TelcoTV continues to grow," said Steve Rago, principal analyst at iSuppli Corporation. "In fact, service providers installed HomePNA home networks in more North American homes last quarter than any other coax home networking technology."

HomePNA is one of the fastest-growing home networking technologies with over a dozen service providers installing more than 15,000 new HomePNA-based networks worldwide each week. It is the only standard that operates over both coax cables and phone wires. HomePNA's guaranteed quality of service (QoS) delivers a high quality video experience for viewers while enabling service providers to reduce installation costs, utilize remote management and diagnostics to reduce operational expenses, and even reduce end-user costs through unified billing

About HomePNA

HomePNA is an incorporated, non-profit association of industry-leading companies working together to create, promote and certify multimedia home networking technology that operates over existing wires.

HomePNA technology operates over coax cables and phone wires to deliver Internet Protocol (IP) services like IPTV, Voice over Internet Protocol (VoIP) and data, often bundled by service providers as triple-play services. Founded in June 1998, HomePNA members represent cutting-edge international companies that span the networking, telecommunications, hardware, software and consumer electronics industries. For more information on HomePNA, visit www.homepna.org and visit the HomePNA blog at <http://homepnablog.typepad.com/>.

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