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HOME PNA® ANNOUNCES FIRST TECHNOLOGY SUMMIT

AT&T, Telefonica, Cisco, Motorola, and TELUS to Present on Leading IPTV Home Networking Standard

San Ramon, Calif. – August 4, 2009 – The [HomePNA Alliance](#) today announces its first [Technology Summit](#) to be held September 30 and October 1, 2009 in Houston Texas. The Summit, which is also being promoted by the [FTTH Council](#), will be co-located with the 2009 FTTH [Conference & Expo](#). The Summit will focus on technical and business insights surrounding HomePNA technology and its role in enabling an advanced digital home experience for end users.

The Summit will feature speakers from among the world’s largest service providers, including [AT&T](#), [Telefonica](#), [YES](#), [TELUS](#), [Tata Sky](#) and [Bell Aliant](#) who will discuss HomePNA’s role in creating compelling and competitive home networking and IPTV product portfolios for their respective companies. At the Technology Summit, [Cisco](#), [Motorola](#), [CopperGate Communications](#) and other leaders will also give their perspectives on the technology that so many service providers have adopted due to its fast performance and rich features desired by service providers.

Maximizing profits in the evolving IPTV marketplace

“Service providers of all types and sizes across the globe are focused on the great opportunities provided by triple play, digital entertainment and interactivity – all applications enabled by a robust home network,” said Bill Simmelink, HomePNA president. “The most effective approach to providing a high-performance home network uses existing wires, and the Summit will explore why the HomePNA standard provides the best path and opportunities for maximizing the benefits of this huge new opportunity.” “Service providers learn best from other service providers. The HomePNA Summit will offer a truly global service provider perspective on this important and evolving trend,” said Bernie Arnason of Pivot Media, a co-producer of the event.

HomePNA technology is the highest-performing home network standard today, delivering a 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. Over 10 million HomePNA chipsets have been shipped. Each week, 30,000 homes add HomePNA-based networks worldwide - with over 40 service providers.

Mark your calendar for the HomePNA Summit on September 30 and October 1, 2009. For more information and to register please visit the conference website <http://www.homepnasummit.com/>.

About HomePNA

HomePNA is an incorporated, non-profit association of industry-leading companies including AT&T, Motorola and Cisco 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 the [HomePNA blog http://homepnablog.typepad.com/](http://homepnablog.typepad.com/).