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### **Worldwide HomePNA Technology Summit A Huge Success**

*Tata Sky and yes Join AT&T as HomePNA Members*

San Ramon, CA – October 2, 2009 – Today, The HomePNA Alliance announced the tremendous success of the first [HomePNA Technology Summit](#), which ran from September 30 – October 1, 2009 in Houston, Texas. Leading worldwide service providers such as AT&T, Telefonica, TELUS, yes, Tata Sky and others spoke about their experiences with HomePNA technology, offering first-hand information about how they remain competitive in today's demanding IPTV marketplace. More than 100 service providers and equipment vendors attended the event because they recognize the tremendous business opportunity presented by in-home and broadband access networks running HomePNA. In addition, five service providers joined HomePNA including Tata Sky and yes. Another ten service providers are also in the process of joining the organization.

The Summit, which was co-produced by Pivot Media and promoted by the FTTH Council, was co-located with the 2009 FTTH Conference & Expo, and focused on the technical and business issues surrounding HomePNA technology. Experts from Cisco, Motorola and Alcatel presented on the future of IPTV and the connected home. Service providers from around the globe talked about their use of HomePNA and how to get the most out of the HomePNA technology to deliver IPTV and broadband access.

#### **Executive Quotes:**

**Itzhak Elyakim, VP Engineering and CTO, yes**

“We are excited to join the HomePNA organization. The resources the HomePNA organization makes available to service providers are very useful in helping us deploy faster and less expensively.”

**Jose Joseph, Vice President of Business Development, Tata Sky Ltd.**

“We have been very impressed with both the HomePNA technology and the HomePNA organization and are pleased to join the growing community and stay abreast of the technical advancements and industry best practices.”

**HomePNA president Bill Simmelink**

“We now have over 70 service providers deploying HomePNA-based technology and we expect that number to continue growing. We look forward to a productive year, working to further the development of home networking specifications for the distribution of entertainment and triple play services over existing coax cables and phone wires, private homes and multiple dwelling units (MDUs) throughout the world.”

### **CenturyLink, Kevin Czaicki**

“HomePNA is one of the leading wired home networking technologies and, from our experience, the easiest method for us to deploy IPTV and triple-play solutions to our customers. The HomePNA community is much larger and more vibrant than we realized and we thoroughly enjoyed this Summit.”

### **Highlights / Key Facts**

- Telcos that have deployed HomePNA have received higher fixed line retention, higher ARPU, and greater customer satisfaction. When telcos want to get into IPTV and triple play, the technology they turn to most is HomePNA, the ITU-T based standard G.9954.
- Four out of the top five largest carriers in North America deploying IPTV have selected HomePNA. In a recent report, HomePNA 3.1 was ranked the most widely deployed IPTV solution amongst service providers worldwide.
- HomePNA has helped service providers reduce installation costs by over \$300 million.
- To date, the addition of HomePNA-enabled IPTV has generated more than \$1 billion in new revenues for service providers.

### **Tags / Keywords**

Home entertainment networks, IPTV, triple-play, HomePNA

### **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/](http://www.homepna.org/)

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