

Press Release

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HOMEGRID FORUM AND G.HN GAIN MOMENTUM AND SET PERFORMANCE BENCHMARKS

Service Providers, PC, and CE Manufacturers Accelerate Interest and Support for Next-Generation Wired Home Networking Standard

BEAVERTON, Ore., January 18, 2010 – [HomeGrid Forum](#) raised the bar on throughput for wired home networks as it continues to gain market momentum and ramps toward production. At CES 2010, the global, non-profit trade group promoting the United Nations' International Telecommunication Union's (ITU-T) [G.hn](#) standardization efforts teamed with member company DS2 to demonstrate how it can solve the bandwidth problem created by the ongoing evolution of interactive and IP-based video. At the show, HomeGrid showed the first G.hn semiconductors capable of delivering the performance and quality of service necessary for high-definition video and video conferencing. These prototypes showed more than 3x improvement for application-level performance over coaxial cable, phone lines and power lines, smashing through numbers posted by existing first-generation technologies.

"After seeing the G.hn demo at CES, it's clear the technology has made substantial progress over last year with respect to standard development and moving toward delivering its first commercial product," said Kurt Scherf, vice president and principal analyst with Parks Associates. "The demonstration provided by DS2 showed dramatic performance over all three media: power line, phone line and coaxial cable. The demonstration reflects the tremendous potential it has to provide service providers with flexibility in how they deliver broadband, IPTV, and other advanced services. I would expect a significant impact on the market with products expected to emerge in 2010."

The G.hn standard is designed to deliver a unified technology for the wired home network that addresses key issues of service providers, electronics manufacturers, and consumers alike. Through one worldwide standard, G.hn will unify the networking of content and devices over any of these wires. With it, service providers will be able to deploy new offerings including IPTV more cost effectively. Consumer electronics manufacturers will be able to provide powerful devices for connecting all types of entertainment, home automation, and security products throughout the house. Smart Grid devices such as smart electricity meters, heating and air conditioning systems, electrical appliances and lighting systems will also benefit from the reliability, security and low-power consumption provided by the G.hn standard. G.hn participants

include service providers, consumer electronics and information technology manufacturers, and component and intellectual property providers from around the world.

This next-generation wired networking technology was recently recognized by *Electronic Design* for its efforts to consolidate the various fragmented home networking standards into one common worldwide format, and *Embedded Computing Design* awarded the technology with the “Deep Green Editor’s Choice” award for its ability to efficiently connect homes using existing wires.

“The G.hn performance numbers that DS2 demonstrated at CES will redefine the boundaries and limitations that currently bind current wire line technology available today,” said Matt Theall, president of the HomeGrid Forum. “These numbers are nothing short of dramatic and we heard it time and time again from service providers, PC, and CE manufacturers at the show. This demo kicked off what we anticipate to be a monumental year for G.hn, as we continue on track toward production silicon in 2010.”

About DS2

DS2 is the leading technology innovator and a global provider of high-speed semiconductor solutions for Powerline Communications and other wire-line network communications products. DS2 invented high-speed Powerline Communications delivering the first 200 Mbps Powerline Communications IC to enable quality multimedia home networking, networked entertainment and broadband access applications to and throughout the home, office, or building, and to and throughout urban and rural communities. Enabling the hidden multimedia network behind the power outlet is the purpose of DS2. Our mission is to engage our customers at the vanguard of innovation by creating the most advanced and sustainable powerline, coaxial and phoneline communications solutions.

About HomeGrid Forum

HomeGrid Forum is a global, non-profit trade group promoting the International Telecommunication Union’s G.hn standardization efforts for next-generation home networking. HomeGrid Forum promotes adoption of G.hn through technical and marketing efforts, addresses certification and interoperability of G.hn-compliant products, and cooperates with complementary industry alliances. For more information on HomeGrid Forum, please visit www.homegridforum.org or follow us on Twitter @homegrid_forum.

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