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HOMEGRID FORUM TO SHOWCASE BENEFIT OF G.HN AS NEXT-GENERATION WIRED NETWORKING STANDARD AT IPTV WORLD FORUM

Beaverton, Ore., March 01, 2010- HomeGrid Forum, a global, non-profit trade group promoting the United Nations' International Telecommunication Union's (ITU-T) G.hn standardization efforts, will showcase G.hn technology and demonstrate the power of this award-winning next-generation [wired networking](#) standard at the IPTV World Forum in London (March 23-25). As part of its activities at the event, the organization will host two seminars on G.hn to help service providers and network equipment manufacturers understand what's necessary to deploy the technology.

Session details are:

WHAT: ITU-T's Next-Generation Wired Networking Standard and the IPTV Revolution: a seminar on G.hn and its applications, key components of the standard (including Physical and Data Link Layers, and coexistence mechanisms), and what service providers and network equipment manufacturers need to know to implement and deploy this technology.

WHO: Presented by HomeGrid Forum and its member companies, a growing number of industry-leading organizations including service providers, computer manufacturers, and consumer electronics companies. Speakers will include representatives from BT, DS2, Intel, Lantiq, Sigma and others.

WHEN: Tuesday, March 23, 2010 - starting at 11:00 a.m. and a second session beginning at 2:30 p.m.

WHERE: IPTV World Forum, Olympia National Hall, London
Training Theatre on Exhibit Floor

HomeGrid Forum will also host briefings in its booth 145. To schedule a briefing, please contact HomeGrid Forum at events@homegridforum.org.

About G.hn

The members of the ITU-T's G.hn Rappatour Group are creating a specification for a single MAC/PHY technology which can run over coaxial cable, phone lines, or power lines. 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.

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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