



Firecomms and Mitsubishi Rayon to Demonstrate an End-to-End POF Solution for In-Home/In-Premise Networking at Broadband World Forum 2010

Cork, Ireland—October 22, 2010—Firecomms Ltd., a leading developer of high speed Plastic Optical Fiber (POF) transceivers for consumer and industrial applications, today announces that it will team with Mitsubishi Rayon at Broadband World Forum 2010 to demonstrate an end-to-end Plastic Optical Fiber (POF) solution for in-home and in-premise networks.

Included in the live demonstration will be a myriad of in-premise, OptoLock®-enabled networking equipment—from 24-port switches and Glass-to-POF Optical Network Units (ONU), to POF-enabled set top boxes—all of which are specifically designed for both single and Multi-Dwelling Units (MDU).

“The depth and breadth of the product solutions in our Broadband World Forum demonstration reflect the maturity of the supply base of POF solutions,” says Hugh Hennessy, Firecomms vice-president sales and marketing. “In fact, many of these POF devices have been deployed by major Telcos like Swisscom and France Telecom (Orange).”

Broadband World Forum 2010 will be held at CNIT La Defense in Paris, France on October 26 through 28, 2010. Products available for POF home networks will be shown on the Firecomms/Mitsubishi Rayon stand, number L7. Additional information about this conference is available at www.broadbandworldforum.com.

OptoLock, a widely deployed plugless interface for Plastic Optical Fiber, enables a simple to use Fiber Optic link in consumer applications. Ideal for applications with stringent quality of service requirements such as IPTV gateways, Set-Top Boxes, Residential Gateways and ONTs (Optical Networking Terminals), OptoLock significantly quickens and simplifies the connection of devices in communications and infotainment networks. The innovative design of OptoLock enables the fiber to be cut and terminated to the exact required length on site, allowing even the most novice consumer to quickly and easily terminate bare optical fiber.

About Firecomms Ltd.

Firecomms, a semiconductor company, develops high-speed optical components that drive IPTV home networks and in-car multimedia entertainment systems. The company's revolutionary OptoLock® technology, licensed worldwide, has created the ability to bring fiber into every home in the world.

Firecomms is headquartered in Cork, Ireland and has facilities in Japan and the USA. Additional information about the company can be found on its web site at www.firecomms.com.

OptoLock is a registered trademark of Firecomms Ltd.

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