



## Press Release

For Immediate Release

### Firecomms to Show New Industrial Grade Fiber Optic Transceiver at Embedded World 2011 Exhibition

#### *New POF Transceiver Will Meet Demand for Higher Speed Industrial Applications*

**Cork, Ireland—February 24, 2011**—Firecomms Ltd., a leading developer of high speed Plastic Optical Fiber (POF) transceivers for consumer and industrial applications, today announces that it will feature its new industrial-grade Fiber Optic Transceiver, based on the company's popular [OptoLock®](#) technology, at the upcoming Embedded World 2011 Exhibition in Nuremberg, Germany.

Firecomms' new Industrial Grade Fiber Optic Transceiver, [IDL301T-220](#), will enable industrial machine and automation markets to control, connect, and secure equipment in the harshest of industrial environments. Specifically developed for data links between 10 Mbps and 125 Mbps over POF, the IDL301T-220 device features a new receiver to withstand extremely high bursts of electromagnetic interference that are common in the demanding industrial environment. Firecomms' new transceiver is packaged in its widely accepted OptoLock® interface, which significantly quickens and simplifies the connection of equipment in industrial networks.

"With the huge growth in the demand for higher speed industrial grade transceivers, our customers' products must operate with speeds up to Fast Ethernet while maintaining signal integrity in the severest of environments," says Michael O'Gorman, applications engineering manager at Firecomms. "This makes our new IDL301T transceiver indispensable to our customers who deliver into the wind and solar power, industrial automation, and networking markets. Not only does this new transceiver offer the simplicity of terminating networks with Firecomms' patented OptoLock technology, it meets the electromagnetic requirements which are a necessity for our customers."

[Embedded World 2011 Exhibition](#) will be held in Nuremberg, Germany on March 1 through 3. Firecomms staff will be on the MEV Elektronik exhibit (Stand 441, Hall 12) to show the product, for which engineering

samples are now available. Details about the new product, along with application notes and ordering information, are available on the [Firecomms website](#).

**About Firecomms**

*www.firecomms.com*

Firecomms, a semiconductor company, develops high-speed optical components that drive fiber optic networks in home, industrial and automotive applications. 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 <http://www.firecomms.com>.

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OptoLock® is a registered trademark of Firecomms Ltd.

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