



## **ASOKA SHOWCASES POWERLINE NETWORKING PRODUCTS FOR IPTV AND DIGITAL HOME AT CES**

### **200 Mbps Speed Adapters, Wireless Access Points, and Power Centers Enable Networked Digital Home**

**LAS VEGAS, NV – January 7, 2008** - Asoka USA, a leading HomePlug® powerline network solutions provider, today announced it will be showcasing powerline networking products with up to 200 Mbps speed at International CES 2008. PlugLink® products from Asoka are specifically designed to meet the growing needs of the digital home, including Internet Protocol TV (IPTV).

At CES, Internet Protocol TV (IPTV) will be a hot topic, as online and traditional home theater entertainment mediums continue to merge. An iSuppli 2007 study showed 61 percent of respondents wanted the ability to network their computers into their TVs. IPTV is forecasted to grow to \$26 billion by 2011. A crucial aspect of IPTV is secure and reliable connectivity, which wireless cannot deliver.

Asoka's line of 200 Mbps HomePlug products turn any electrical outlet in the home or office into a network port by utilizing the building's existing electrical wiring, delivering reliable high speed Internet to such devices as set-top boxes, gaming consoles and storage devices. From routers and adapters to a full power center with noise reduction and surge protection, Asoka powerline networking products safely and reliably deliver consistent, high-quality data speeds throughout a home.

"IPTV is a major driver of the powerline networking industry," said Dano Ybarra, Asoka CEO. "The ability to deliver reliable, consistent bandwidth to home entertainment devices can only be done today through a wired environment. PlugLink products from Asoka utilize a home's existing electrical wires as the fastest, cleanest and easiest way to deliver the high-speed requirements of today's data, voice, and video applications."

Asoka 200 Mbps product highlights include:

#### **PlugLink AV 9164 Digital Power Center (PL9164-4SW)**

- Designed for computer and digital home entertainment centers
- 6-AC sockets with comprehensive surge protection
- Advanced AC Powerline noise filtering for better picture and sound
- HomePlug AV 200 Mbps 4-port Ethernet switch with Powerline connectivity
- HomePlug AV push-button security: 128-bit AES encryption

#### **PlugLink AV 9560 Wireless Adapter (PL9560-WAP)**

- Designed to be used as a wireless access point or to extend wireless reach

- Integrated HomePlug AV 200 Mbps Wireless Access Point
- 802.11b/g access point
- Network protocol: TCP/IP, CSMA/CA, TDMA
- HomePlug push-button security: 128-bit AES encryption
- Wireless security: 64b/128b/152b WEP, WPA & WPA2

### **PlugLink AV 9660 Ethernet Adapter (PL9660-ETH)**

- Designed for quick and easy network setup
- HomePlug AV 200 Mbps Ethernet Adapter
- HomePlug push-button security: 128-bit AES encryption
- LED performance indicator
- Network protocol: TCP/IP, CSMA/CA, TDMA

### **Pricing and Availability**

The PlugLink AV 9660 Ethernet Adapter (PL9660-ETH) is immediately available at MSRP \$85 for one adapter. The PlugLink AV 9560 Wireless Access Point (PL9560-WAP) and the PlugLink AV 9164 Digital Power Center (PL9164-4SW) are scheduled to ship in 1Q 2008. The MSRPs are \$135 and \$139 respectively. These products will be available through Asoka's network of resellers, service providers and Asoka's own online store, [www.asokausa.com](http://www.asokausa.com).

For more information on how Asoka works with IPTV deployment, the company developed a comprehensive white paper that outlines several scenarios in which a HomePlug powerline network solution from Asoka can provide a simple, secure, and reliable means of delivering video services such as IPTV throughout a home or office using existing electrical wiring. This white paper can be accessed in the CES Virtual Press Office.

In addition to showcasing new products, Asoka at CES is introducing power performance test tools much needed by the industry. As a leading powerline network solution provider to carriers and service providers, Asoka is focused on delivering powerful tools and products that make the install process an easy plug-and-play experience.

### **About Asoka USA**

Asoka is a leading developer of simple, secure, and reliable powerline networking products that use existing electrical wiring to deliver high-speed networking throughout a home or business. Asoka's innovative products are sold globally through Carriers and Systems Integrators for both residential and commercial environments. The company offers the broadest and most complete portfolio of powerline products available today, and boasts powerline technology leadership and knowledge unparalleled in the industry. To learn more, visit [www.asokausa.com](http://www.asokausa.com).

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