



ASOKA INTRODUCES PLUGLINK® AV 9667 ISOCKET FOR POWERLINE NETWORKING INDUSTRY

New Pass-Thru Feature Maintains Use of the Power Outlet While Reducing Outside Noise

Hannover, Germany/CeBIT – March 4, 2008 - Asoka USA, a leading HomePlug® powerline network solutions provider, today at CeBIT announced the PlugLink AV 9667 iSocket (PL9667-ETH), a strong addition to the Asoka powerline networking product portfolio. The PlugLink AV 9667 iSocket turns every power outlet into an Ethernet network connection, while retaining the use of the power outlet and filtering out noise caused by other electrical devices.

With speeds of up to 200 Mbps, the PlugLink AV 9667 iSocket provides a flexible network and multimedia solution that covers an entire home or office. The PlugLink AV 9667 features a filtered power outlet pass-through that prevents any network performance degradation from noisy devices on the electrical wiring.

“With the growing number of consumer electronics we have in our homes, power outlets have become prime real estate. The PlugLink AV 9667 iSocket creates a backbone for the digital lifestyle without sacrificing an outlet,” said Dano Ybarra, Asoka CEO. “Integrated with a noise filtering circuitry, the PlugLink AV 9667 iSocket ensures peak performance—a key benefit for our carriers who are deploying bandwidth intensive services such as IPTV.”

Asoka's PlugLink family of HomePlug®-certified powerline networking products (PLN) support bandwidth to support audio, media-rich presentations, photos, video, VoIP and other high-bandwidth usage applications. Asoka PlugLink products also support multiple streams of high-definition TV, making it ideal for connecting to digital video recorders, set-top boxes or IPTV applications. Since PlugLink uses a home or business's existing electrical wiring as the network medium, customers are delivered a consistent and secure network solution with minimal installation hassle and no extra cabling.

Features of the PlugLink AV PL9667 iSocket Includes:

- Designed for quick and easy network setup
- Filtered power outlet pass-through for additional outlet and noise reduction
- LED performance indicator
- HomePlug AV push-button security: 128-bit AES encryption

Pricing and Availability:

The MSRP for Asoka's PlugLink AV 9667 iSocket will be US\$98. General availability of the PlugLink 9667 iSocket through Asoka's network of resellers, service providers and Asoka's own online store is scheduled for 2Q 2008

CeBIT attendees can experience Asoka products in the HomePlug Pavilion, Hall 13, Stand B56.

About Asoka USA

Asoka is a leading developer of simple, secure and reliable HomePlug powerline networking products that use existing electrical wiring to deliver high-speed networking throughout a home,

business or building. Asoka's innovative products are sold globally through Carriers, Operators and Systems Integrators for both residential and commercial environments. The company offers the broadest and most complete portfolio of powerline networking products available today, and boasts powerline networking technology leadership and knowledge unparalleled in the industry. To learn more, visit www.asokausa.com.

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