



## **ASOKA INTRODUCES PLUGLAN 8350 WIRELESS SMARTTAP FOR HSIA IN HOSPITALITY AND MULTI-DWELLING INDUSTRY**

### **New Tamper-Proof Feature Provides Additional Security**

**LAS VEGAS, NV – April 29, 2008** – Asoka® USA, a leading HomePlug® powerline network solutions provider, today at Interop 2008 announced the PlugLAN™ 8350 Wireless SmartTap™ (PL8350-WAP), a new addition to Asoka's extensive PlugLAN powerline networking product portfolio for hospitality and multi-dwelling (MDU) buildings, which includes a user installable SmartBridge™, PLC Ethernet Bridge; SmartPoint™, PLC Wireless Access Point; and SmartTap, PLC Ethernet Bridge with two outlets.

The PlugLAN 8350 Wireless SmartTap is a tamper-proof, permanent-mount customer premises equipment (CPE) that provides one wired Ethernet port for VoIP telephone service or High Speed Internet Access (HSIA), plus a wireless access point for HSIA in each dwelling or hotel room, while retaining the full use of both electrical outlets. Theft, vandalism, and user-incurred damage are major challenges for the hospitality industry, as well as for hospitals and schools. Hotel and network administrators have struggled to offer accessible broadband services while managing their assets cost-effectively..

By maximizing the use of the world's most pervasive network infrastructure – the electrical wiring –the PlugLAN 8350 Wireless SmartTap offers an exceptionally efficient way of providing simple, secure and reliable HSIA and other broadband services to every room, every outlet and every guest.

“We are determined not only to deliver the best powerline networking products, but to provide our customers with tools that will enable them to install and integrate powerline networks with minimal hassle and the highest success rates,” said Dano Ybarra, Asoka CEO. “The results of implementing the Asoka SmartTap are increased customer satisfaction and lower churn for the hospitality and MDU managers and owners.”

The PlugLAN powerline network solution from Asoka provides a simple, secure, and reliable means of delivering data or voice services throughout a hotel or MDU using existing electrical wiring. For more information on how Asoka can help lower the total cost of ownership (TCO) to bring connectivity to hotels and multi-dwelling units (MDU), the company has developed a comprehensive white paper outlining the benefits of the PlugLAN system. This white paper can be obtained by visiting Asoka at Interop 2008, booth number 984.

### **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](http://www.asokausa.com).

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