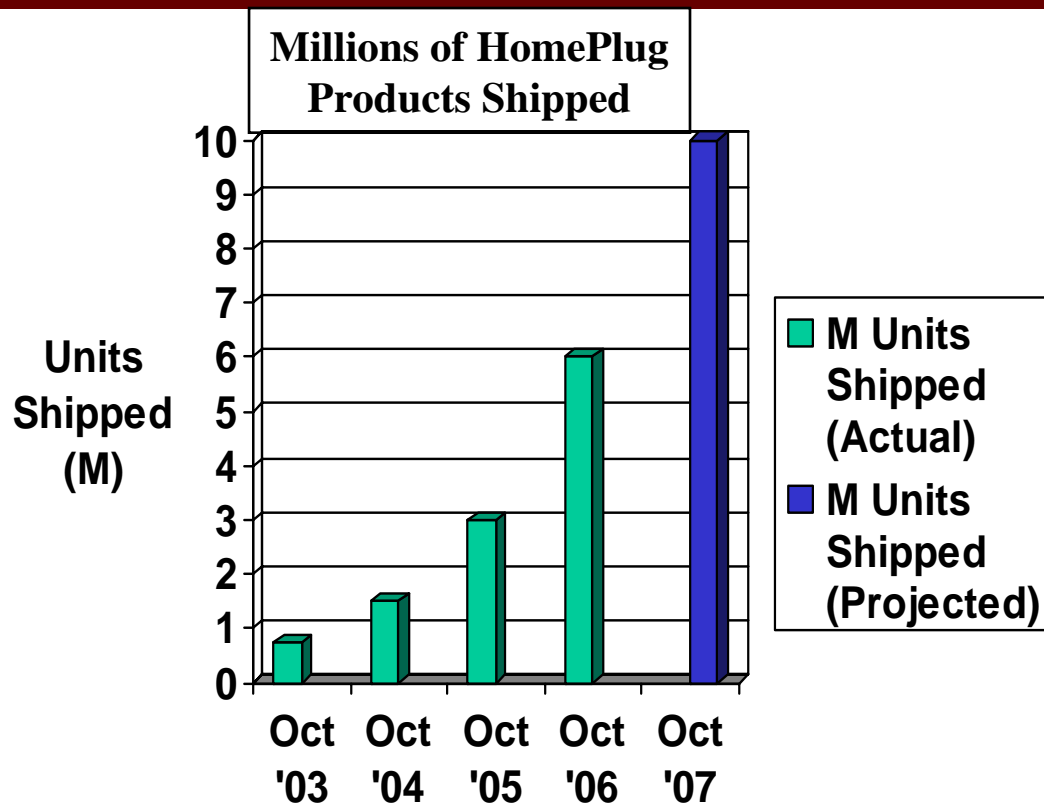


## The Exciting Future For HomePlug Standards “2007 and Beyond”



# HomePlug Shipment Forecast - 2007



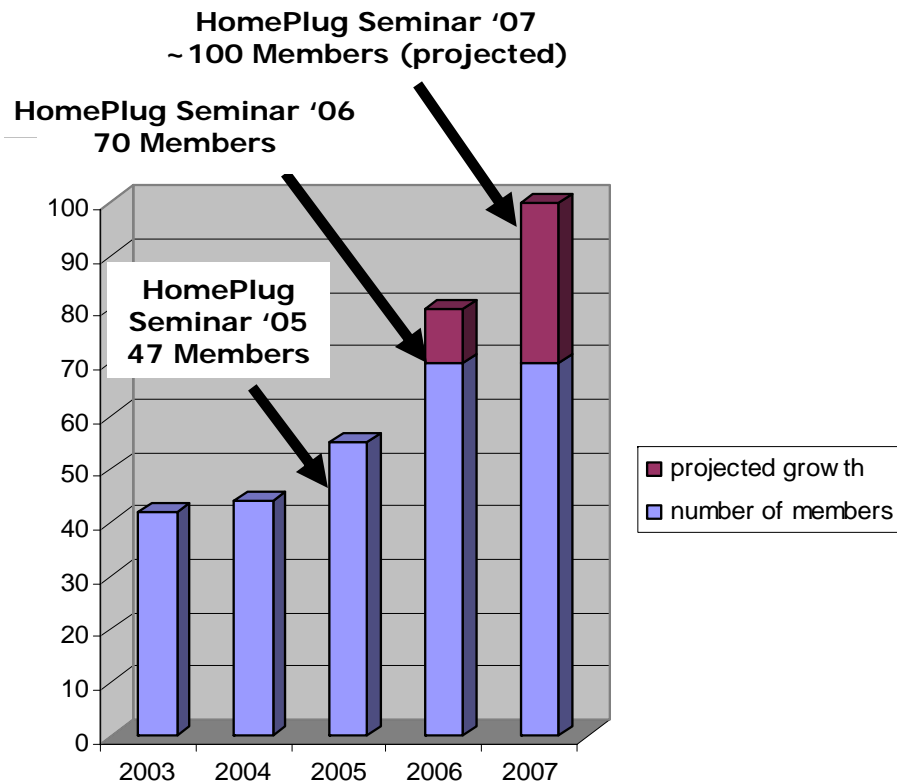
## HomePlug Ecosystem Thriving

- 3M units in Oct'05
- 6M units in Oct '06!!!
- ~10M units in Oct'07
- Volumes now at >1.2M units/qtr

**The #1 Powerline Standard in the World!**

# HomePlug Alliance Membership Growth - 2007

## HomePlug Alliance Membership Growth



## Membership Growth

- Explosive Growth Continues

## Driving Factors for Growth

- Open Standard
- Compliance Program
- Interoperability
- Coexists with Millions of HomePlug Devices Now in Market
- Technology Use in Multiple Applications
  - HomePlug AV
  - HomePlug BPL
  - HomePlug C&C

## 2007 HomePlug AV Volumes Ramp

### **HomePlug AV Adapters Shipping Now Volume Ramps in Q4'06-Q3'07**

### **First HPAV Native Integration in to CE devices**

- Whole house entertainment: DVR's, TV's, Audio, Video
- Security Systems

### **Integration of Broadband Services with CE Devices**

- Internet Radio, etc.

## 2007 and Beyond – HPAV Initial End-User Applications

### Video and Audio Extension

- Value retail bundle includes transmitter and receiver.

### Flat-Panel Extension

- Video extension function is built into flat-panel display by OEM to extend video sources from a remote interface console to panel.
- SD/Turbo demo at IFA in Berlin in September.
- Roadmap for an HD version of product as transport streams become available or HD encoder become available as SoC's.

### Set-Top-Box extension

- Premium retail bundle includes transmitter, receiver, and remote control.

## 2007 Compliance and Interoperability Program

### Q1 2007

- **HPAV Test Collateral**
  - Certification Test
  - Interoperability Plugfest

### Q2 2007

- **Industry Wide HPAV Certification Test**
- **Industry Wide Interoperability Plugfest**

### Q3 2007

- **Industry Wide HPAV Interoperability Plugfest**

### Q4 2007

- **Industry Wide HPAV Interoperability Plugfest**



## 2007 HomePlug BPL- Spec Ratified and First Products

### Q1 2007

- Simulation Testing and Candidate BPL Spec

### Q2 2007

- Ratified BPL Spec

### Q3 2007

- Field Testing

### Q4 2007

- Prototype BPL Products

## 2007 HomePlug Command and Control – First Products

**Q4'06 - HomePlug C&C PHY/MAC candidate spec V1.0**

**Q1'07 - HomePlug C&C Protocol Definition**

**Q2'07 - Compliance Testing & Verification Plan**

**Q3'07 – HomePlug C&C Protocol Spec**

**Q4'07 – Device/App Library Established**

## 2007 Expansion of Marketing Programs

### Expansion of Brand Awareness

- HomePlug Certification programs and logos

### Expansion of Global HomePlug Seminars

- Q2 – Japan, Q3 – USA, Q4 – China and Europe

### Increasing the Value of HomePlug Membership

- Roadshow and press/analyst tours
- Conferences and seminars
- New web site design with expanded information enabling greater involvement from members
- Translated Collateral (German, French, Spanish) for member re-use
- Product database & technology education tools

## 2007 Expansion of Marketing Programs

### Increased Event Participation

- '05 - HomePlug attended 8 events
- '06 - HomePlug attended 10 events
- '07 - HomePlug plans to attend over 15 industry events with broad membership participation

### Exploring Co-marketing Campaign

- Financial incentive for product vendors to use HomePlug name/logo on packaging

## Summary

### HomePlug's Future is Bright!!!

- **Positioning for Continued Growth**
  - C&I program in place
  - Marketing programs expanded
- **HPAV Ramps in to Volume Shipments**
  - Adapters
  - Native Integration
- **BPL Spec Ratified and First Products**
- **C&C Spec Ratified and First Products**
- **HomePlug BPL and C&C Specs Being Finalized**

# Setting Standards in Motion

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## Panel Discussion