



Marketing Activity Highlights 2014

- Events
 - CES 2014 in Las Vegas: Held multiple briefings with media and analysts, met with members and prospects, announced new members to the Alliance.
 - COMPUTEX in Taipei: seminar hosted ~100 guests, targeting Asian service providers, product companies, etc.
 - CATR joint seminar in Beijing: Highlighted retail-readiness of HomePlug products in China with CQC Certification. Also presented with China Telecom Fujian and Fujian JinQianMao.
 - HomePlug Latin America Summit in Sao Paulo, Brazil: Seminar timed with ABTA; First ever activity in South America, audience of ~100, presented opportunity for HomePlug technology in this new market.
 - Broadband Vision panel speakership in Las Vegas: Represented HomePlug technology on this panel which also included MoCA/Entropic, discussing “Constructing the Home Network: Deliver the Goods.”
 - Broadband World Forum meetings in Amsterdam: Maintained presence as the leading powerline technology in Europe, met with European media, held meeting for members and BoD
 - European Utility Week in Amsterdam: BoD + Steering committee meeting and dinner with G3/EDF; presentation at IEEE 1901.2 seminar
 - Co-marketing with ~30 shows: Exposed HomePlug to a variety of audiences for shows worldwide, leveraged opportunities to share information, collateral, and occasional speakerships at no cost
 - Demos: built interoperability demo boards for HomePlug AV2 and nVoy: Easy-to-transport and visually appealing boards created for use at multiple shows worldwide. AV2 board also used in the AV2 video.
- PR & media / analyst relations & Member Communications
 - 40+ briefings with media and industry analysts
 - 6x Press Releases: Highlighted newsworthy topics throughout the year including: new members, collaboration with Wi-SUN, activity at COMPUTEX, CQC Certification in China, activity in Brazil, and AV2 interoperability at Broadband World Forum. Generated many briefings and media pickups.
 - 2x Newsletters: Highlighted recent activities, Press Releases, and co-marketed shows. Shared with members and on the HomePlug website.
 - All PR, newsletters, events and co-marketing was shared via email blasts to members and HomePlug’s interest list (~5,000 people subscribed),
- Web site and web marketing
 - Complete Website overhaul: Refreshed all graphics and page layout; Improved navigation for industry and consumers; implemented update CMS system and improved Google analytics.
 - Updates to nVoy website: Content updated and email inquiries addressed for visitors interested in the nVoy Certification program

- Interest list database migrated to Sendy: Improved and streamlined process for mass emailings, while lowering costs
- Videos
 - HomePlug AV2 Video: Explains and demonstrates highlights of AV2 technology, including multiple ultra HD 4k video streams. Shared on the HomePlug website, YouTube channel, can be used in presentations, by members, etc.
 - Translations of the “Ted & Maria” video (produced in October 2013) into Chinese, Brazilian Portuguese and Spanish: Translations for audiences across the world. Shared at events in Asia, Brazil, on the HomePlug website, YouTube channel, Youku (Chinese), can be used in presentations, by members, etc.
- Collateral
 - Updates and translations (initial and ongoing) into Chinese, Spanish and Brazilian Portuguese: HomePlug marketing flyer, nVoy whitepaper and AV2 whitepaper: Translations for audiences across the world. Shared at events in Asia, Brazil, on the HomePlug website, digital and print-friendly.
 - Produced signage and banners for all HomePlug events including HomePlug AV2 MIMO Infographic: Visual representation of AV2 highlights, explains MIMO in an easy-to-grasp way.
- Trademarks: Registration/management of “HomePlug”, “nVoy”, “Green PHY” and “Netricity” trademarks in US, Europe, China: Building and protecting our brand assets worldwide