

# Media Alert

CONTACT: Layla McHale  
McHale Communications  
408.981.6394  
[layla@mchalecomm.com](mailto:layla@mchalecomm.com)

## **TECHNOLOGY ORGANIZATIONS ALIGN TO SUPPORT UNITED NATIONS' ITU-T G.HN STANDARD**

### **CEPCA, HomePNA and UPA Unite with HomeGrid Forum to Promote Next-Generation Home Networking Technology**

**Beaverton, Ore., February 25, 2009** – HomeGrid Forum, a global, non-profit trade group promoting United Nations' ITU-T G.hn standardization efforts, continues to gain support for development and broad adoption of a single standard for next-generation home networking. The organization today announced new agreements with global technology organizations Consumer Electronics Powerline Communication Alliance (CEPCA), HomePNA™ Alliance, and Universal Powerline Association (UPA). These groups – which represent the technology underpinnings of many IPTV deployments – are joining with HomeGrid Forum to promote G.hn and ensure co-existence between G.hn-based products and those using other current generation powerline, phonenumber and coax networking technologies.

“HomeGrid Forum looks forward to working closely with these organizations to move the industry to a single wired home networking standard,” said Matthew Theall, president of the HomeGrid Forum. “By working together, we’ll make the purchase and installation process much easier, enable new services to be delivered around the home, and fuel market growth. The standard will also greatly simplify home networking for consumers and service providers around the world.”

#### **Liaisons Add to HomeGrid Forum**

The new liaisons to HomeGrid Forum join a growing list of industry-leading organizations, and will contribute to G.hn standardization in a variety of ways.

Akio Kurobe, CEPCA President, explained its synergy with HomeGrid. “Our members look forward to working with HomeGrid to ensure the G.hn technology under development will co-exist with powerline

technologies in the market and the forthcoming IEEE P1901 powerline standard that includes G.hn technology,” said Kurobe.

“The HomePNA Alliance has been a leader in developing, standardizing, and deploying home networking for IPTV over both coax and phone wires,” said William Simmelink, HomePNA president. “We believe the work HomeGrid is doing will help expand the market. Our membership, which includes companies such as AT&T, Motorola, Cisco and CopperGate, is pleased to join with HomeGrid to bring the best G.hn technology and products to market as soon as possible.”

“UPA is focused on helping in the development of global standards such as ITU-T G.hn for the fast developing powerline communications market,” said Daniel Drolet, chairman of the Universal Powerline Association. “Working with HomeGrid Forum is clearly complementary to our own activities, and will allow for a true unified standard, and products that easily interoperate.”

These organizations include the world’s top consumer electronics manufacturers, service providers, PC manufacturers, network equipment manufacturers, semiconductor, and software companies. For a complete listing of each organization’s membership, visit [www.cepca.org](http://www.cepca.org), [www.homepna.org](http://www.homepna.org), [www.upapl.org](http://www.upapl.org) and [www.homegridforum.org](http://www.homegridforum.org).

### **G.hn Simplifies Home Networking**

The G.hn standard is aimed to deliver a single technology for the wired home network that addresses key issues for service providers, electronics manufacturers, and consumers alike. Through one worldwide standard, G.hn will unify the networking of content and devices over any wire - coax cable, phone, and power lines. With it, service providers will be able to deploy new offerings including IPTV more cost effectively. Consumer electronics manufacturers will be able to provide powerful devices for connecting all types of entertainment, home automation, and security products throughout the house.

HomeGrid Forum is actively promoting and developing compliance and interoperability test programs for the G.hn standard. These programs will simplify the development, purchase, installation, and use of HomeGrid Forum-Certified products through the entire ecosystem of silicon providers, services providers, consumer electronics companies, personal computer companies, and retailers. The group continues to seek new members that can help drive the success of G.hn.

### **About HomeGrid Forum**

HomeGrid Forum is a global, non-profit trade group promoting the International Telecommunication Union's G.hn standardization efforts for next-generation home networking. HomeGrid Forum promotes adoption of G.hn through technical and marketing efforts, addresses certification and interoperability of G.hn-compliant products, and cooperates with complementary industry alliances. To learn more about becoming a HomeGrid member, please visit [www.HomeGridForum.org/join](http://www.HomeGridForum.org/join).