



**Press Release**  
For Immediate Release

## **AT&T Recognizes Firecomms' Participation in Completed and Pending POF Proof of Concept Studies**

**Austin, TX—May 12, 2010—**Firecomms is pleased to announce that AT&T has acknowledged the company's participation in a successful proof of concept study of Plastic Optical Fiber (POF) as a connectivity option for its Uverse® IPTV service.

At the latest OFC Conference & Exposition, staff members of AT&T Network Operations presented results of a 2009 POF proof of concept study held in California's bay area. Due to the on-site evaluations and favorable comments from both U-verse premise technicians and their supervisors, AT&T Network Operations will continue to pursue investigations of OptoLock®-based POF home networks as a viable option for the connectivity of Uverse services.

During a panel session at the recent Broadband Properties 2010 Summit, AT&T Area Manager Robert Michetich discussed the potential benefits of POF connectivity, including its reduction in installation time, immunity to noise, and use of future-proof technology.

A larger proof of concept study by AT&T, which includes a 350-unit MDU and potentially 50 single family homes, is pending. Like the first study, this project will include POF switches, passive wall plates, and media converters, as well as integrated set top boxes, all powered by Firecomms OptoLock technology.

Firecomms leads the development of devices to drive POF, a low-cost optical alternative to copper cabling. Due to its ease of use, large core tolerances, and low costs, POF is enjoying substantial growth in home network and point-to-point interconnection. The annual worldwide POF market is estimated to be worth over \$2.5 billion in 2011, according to market research by Information Gatekeepers.

"Recognizing the merits of POF deployment to guarantee network reliability, reduce subscriber installation costs, and maximize ARPU (average revenue per user), operators worldwide are increasing the use of POF-based networking solutions," says Firecomms' vice president of sales and marketing for the Americas, Lawrence Thorne. "Firecomms' continues to expand its work with the POF equipment vendor community to ensure the development of the broadest variety of POF-based networking solutions."

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### About Firecomms Ltd.

Firecomms, a semiconductor company, develops high-speed optical components that drive IPTV home networks and in-car multimedia entertainment systems. The company's revolutionary OptoLock® technology, licensed worldwide, has created the ability to bring fiber into every home in the world.

Firecomms is headquartered in Cork, Ireland and has facilities in Japan and the USA. For additional information about the company, visit its web site at [www.firecomms.com](http://www.firecomms.com) or call 512-328-0300 (US office).

OptoLock is a registered trademark of Firecomms Ltd.

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