



**Press Release**  
For Immediate Release

## **OFC POF Symposium Talks Highlight Successful Deployment of Firecomms Technology**

**Austin, TX—March 12, 2010**—Firecomms, a leading developer of high-speed Plastic Optical Fiber (POF) transceivers, is pleased to announce that successful IPTV deployments of its POF technology will be the focus of its presentation at the OFC/NFOEC POF Symposium on March 25. In his talk, scheduled for 10:50 am, Firecomms CTO and Co-Founder John Lambkin will present case studies highlighting the successful use of POF in home networks by telecom operators. Applications for POF home networking also will be the topic of talks by other speakers (beginning at 10 am), including Josef Faller of Homefiber who will discuss optical home networks for IPTV and multimedia applications.

“Firecomms has serviced network operator requirements by working closely with the vendor community to develop a broad variety of POF-based networking solutions,” says Firecomms' vice president of sales and marketing for the Americas, Lawrence Thorne. “As a result there is an increasing interest in the deployment of POF networking solutions by operators worldwide who have recognized the merits of POF to guarantee network reliability, reduce subscriber installation costs, and maximize ARPU (average revenue per user).”

The POF Symposium will be held on March 25 at OFC/NFOEC 2010, booth 1151. The agenda for the POF Symposium is available at <http://symposium.pofto.org>.

Firecomms will demonstrate OptoLock on its exhibit on the POF Pavilion, booth 1151. OptoLock also will be featured in several products on display at the POF Pavilion, including devices from SMC/Nyce Technology, and on the Senko Advanced Components booth, number 1435.

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.

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## Successful Deployment of Firecomms Technology

### 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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