



**Firecomms Teams with Mitsubishi Int'l Corp, AFL Telecommunications, and NYCE Networks at FTTH Expo to Showcase Plastic Optical Fiber Solutions**

*Austin, TX—September 10, 2010*—Firecomms Ltd., a leading developer of high speed Plastic Optical Fiber (POF) transceivers for consumer and industrial applications, today announces that it will team with Mitsubishi International Corporation, AFL Telecommunications, and NYCE Networks to demonstrate a unique in-premise optical solution at the 2010 FTTH Expo that will enable companies to leverage an easy to install, low cost optical option to complement the investments made in long haul fiber infrastructure.

The live demonstration held in the show's Fiber Zone will showcase several new Plastic Optical Fiber (POF) products based upon Firecomms' OptoLock plugless POF transceiver. Available for both new construction and retrofit projects in the home, these products include:

**Mitsubishi International Corporation**

- Optohome™ ESKA Plastic Optical Fiber for Home Networks

**AFL Telecommunications**

- POF to Cat5 Ethernet Media Converter Wall Plates (with and without PoE)
- POF Multi-Port Ethernet Switch

**NYCE Networks**

- Fiber to Ethernet Four-Port Media Converter Switch
- Fiber to Ethernet Five-Port Media Converter Switch
- Network Interface Wall Plate (Four-Port Ethernet, Two-Port POTS)

Within the Fiber Zone, these innovative new POF products will transport IPTV content over a plastic optical fiber home network, driven completely by Firecomms OptoLock, a key component of the fully optical home network.

## **Firecomms to Showcase POF Solutions at FTTH Expo**

“Firecomms enables a complete optical FTTx network, where “x” is the end device in the home, so companies will be able to easily leverage investments in long haul fiber infrastructure,” says Lawrence Thorne, Firecomms vice-president sales and marketing in North America. “With the ever-growing number of new highly innovative OptoLock-based POF products from companies like AFL Telecommunications and NYCE Networks, a fiber-only installation is a compelling, low-cost/high performance alternative to CAT5/CAT6.”

The 2010 FTTH Conference & Expo will be held at the Venetian Resort in Las Vegas, Nevada on September 13 through 15. Products available for POF home networks will be shown in the home demonstration and on a pod in the Fiber Zone, booth 533. Additional information about this conference is available at [www.ftthconference.com](http://www.ftthconference.com).

OptoLock, a widely deployed plugless interface for Plastic Optical Fiber, enables a simple to use Fiber Optic link in consumer applications. Ideal for applications with stringent quality of service requirements such as IPTV gateways, Set-Top Boxes, Residential Gateways and ONTs (Optical Networking Terminals), OptoLock significantly quickens and simplifies the connection of devices in communications and infotainment networks. The innovative design of OptoLock enables the fiber to be cut and terminated to the exact required length on site, allowing even the most novice consumer to quickly and easily terminate bare optical fiber.

### **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. Additional information about the company can be found on its web site at [www.firecomms.com](http://www.firecomms.com).

OptoLock is a registered trademark of Firecomms Ltd.

# # #

### **Further Information:**

Rene’ Williams  
Firecomms Ltd.  
Tel. 949.360.7770  
[rene@firecomms.com](mailto:rene@firecomms.com)