

Article 100

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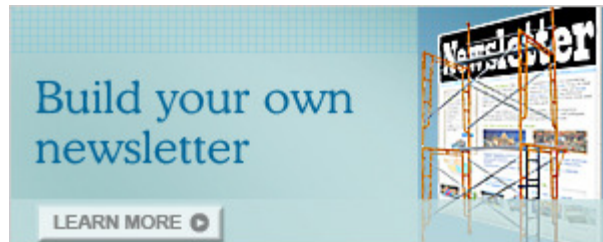
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The **HomePlug** Powerline Alliance started an "AV II" work group last month, intends to complete plans for its next- generation technology this year and will start silicon sampling in 2009, the group told reporters in a Friday conference call. Arkados's Oleg Logvinov, **HomePlug**'s chief strategy officer, conceded the December target is "aggressive." AV II builds on "successful results" of the **HomePlug** AV and BPL specifications and will allow multiple HD streams, cover more devices and offer expanded applications, including security, medical and energy, the Alliance said. The "focus is on higher speed, coverage" and service quality, it said. The Alliance is touch with a wide array of potential users, developers and operators of the future specification to make sure the spec "meets the needs of the market," it said. Separately, only the merged **HomePlug**/Panasonic proposals remain for an IEEE P1901 BPL standard and "development work continues" on them, said the Alliance.

A final version will be sent next month to the IEEE 1901 group, with a counterpart submitted for **HomePlug** board approval. More than 18 million **HomePlug** semiconductors have shipped and 2007 shipments doubled those in 2003, **HomePlug** President Rob Ranck said. Most shipments were abroad, Europe accounting for about 60 percent of **HomePlug** product sales, the Alliance said. The return rate was "incredibly low" -- less than 1 percent, said the Alliance, whose more than 70 members include Comcast, LG, Linksys, Motorola, Sharp and Texas Instruments. New members include Belkin and Russound. More than 80 products have passed testing to obtain the **HomePlug** Certification mark, said TI's Michael Bourton, an Alliance board member. Recent product introductions included those of two Sharp AV adapters last month in Asia, the Alliance said. -- JB

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