



## LEA Puts HomePlug® Technology in Consumers' Reach with Nationwide Supermarket Rollout



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- Olivier Exelmans  
PLC Business Line Manager  
LEA

### Business Challenge:

In recent years, telecom service providers in France have introduced innovative new services like Voice over IP and TV over ADSL. As customers subscribe to these services, reliable, uninterrupted network connectivity becomes essential. For that reason, wireless is less than optimal for services such as IPTV. Though Ethernet cable offers reliability, many customers prefer not to run visible cabling through their homes.

### The Intellon HomePlug-Enabled Solution:

Paris-based LEA S.A.S., which makes filters, splitters and modems for business and residential telecommunications, has designed a series of products to address this market need. The company's NetPlug adapters leverage HomePlug-based technology from Intellon Corporation to allow end customers to achieve connectivity using the existing power lines in their homes. With a No New Wires® alternative, customers solve the inconvenience issues of connecting via cable and the reliability concerns of wireless.

Since 2003, LEA has partnered with Intellon to develop a range of NetPlug adapters. Though the company initially considered creating its own chipsets, it decided to leverage Intellon's knowledge as the long-standing innovator in powerline communications technology. "We chose to join with Intellon because they are the market leader," said Olivier Exelmans, PLC business line manager at LEA.

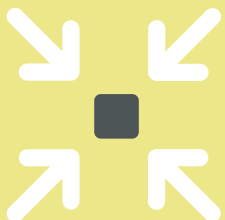
LEA has developed 10 types of adapter products using HomePlug® 1.0, with PHY rates up to 14 Mbps; and six types using HomePlug® 1.0 with Turbo, with PHY rates up to 85 Mbps. The company sells its adapters directly to business and residential customers, as well as partners with telecommunications service providers wanting to offer a No New Wires® alternative to their subscribers.

In early 2006, the company forged an agreement with neuf cegetel, France's leading alternative telecom carrier, to offer its neufTV IPTV customers NetPlug adapters based on Intellon's HomePlug 1.0 with Turbo. With a Web site created by LEA specifically for neuf cegetel, neufTV subscribers can learn about and purchase the adapter set, freeing neuf cegetel from the need to stock and ship adapters.

### Bringing Powerline Communication to the Consumer:

In February 2006, LEA moved a step closer to end-users by launching a line of NetPlug packages in more than 100 supermarkets throughout France. Regardless of which service provider they use, customers can choose from four different types of home networking solutions based on their needs: Ethernet NetPlug, USB NetPlug, Wi-Fi NetPlug and Universal NetPlug (which is a desktop model with an external cable). Each package includes a Quick Start manual explaining how to set up a home network, as well as accompanying software to help customers create and manage the network.

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# Intellon makes it simple.



Plug.

## Business Benefits

With the adapter packages readily available in supermarkets, LEA increases the public's awareness about available alternatives to Wi-Fi and Ethernet. In minutes, customers can set up the adapters to achieve connectivity. This allows them to use attractive new services like IPTV in the way they were meant to be experienced. They can count on exceptional reliability, without visible cables.

LEA sees significant potential for its products in such retail environments, and is currently forging agreements to make the adapters available in other stores. "We trust that in 2006 we will really see an increase in the retail markets," Exelmans said.

## About Intellon Corporation

Intellon is the world leader in powerline communications, providing HomePlug® compliant and other powerline integrated circuits for home networking, networked entertainment, BPL access and commercial applications. Intellon created and patented the baseline technology for HomePlug 1.0, and is a major contributor to the baseline technology for the new 200-Mbps HomePlug AV powerline standard. With over four million HomePlug ICs sold, Intellon holds the dominant market share of the rapidly growing HomePlug market. The company was founded in 1989 and is headquartered in Ocala, Florida, with offices in San Jose and Toronto. For additional information, visit [www.intellon.com](http://www.intellon.com).

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