



Plug.
Connect.
Entertain.™



World's First HomePlug® Video Security and Monitoring System Enables Unprecedented Ease-of-Use

wilife

"Intellon's HomePlug technology is the backbone of our easy install. It made perfect sense to stream the video surveillance over existing powerlines. Our customers can set up a more powerful, state-of-the-art system in less time and for significantly less cost."

*Evan Tree, President
WiLife Inc*

Business Challenge:

Long used by large businesses and government organizations, video surveillance systems have generally been too expensive and too complex for small businesses and residences. But Salt Lake City-based Wilife now puts video surveillance within reach for the small office and residential marketplace with professional-grade, do-it-yourself digital video surveillance systems.

When security industry veterans formed WiLife in 2002, they set out to create an affordable, easy-to-install digital video surveillance system. Initially, wireless seemed the most viable networking technology. However, the company soon realized that wireless could not achieve the desired do-it-yourself capabilities so critical to WiLife's solution. Most customers would need assistance setting up a wireless network, and then would likely be inconvenienced by overburdened networks and dead spots.

"We were pretty confident that we would be going down the digital wireless road," said Evan Tree, president of WiLife. "We quickly learned that there was only a small percentage of Americans that actually have wireless networks. The ones that do most likely don't want to burden those networks with always-on video consuming bandwidth, and they're difficult to set up."

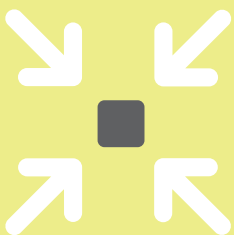
Intellon Solution:

WiLife found an innovative alternative to wireless in powerline communications (PLC) technology, which uses the existing electrical wiring and outlets in a home or small business to network the company's security cameras. In effect, every electrical outlet becomes an Ethernet jack or network connection point – without requiring any new wires.

The technology offers several critical advantages over wireless: No existing network or routers are required; customers won't incur dead spots; there's no need to run cables; and it offers greater reliability and out-of-the-box security with built-in encryption.

The company selected Intellon's HomePlug-compliant integrated circuits (ICs) as the backbone of its new solution, LükWerks, the world's first powerline digital video security and monitoring system. By embedding Intellon's ICs into the video surveillance cameras, LükWerks provides the quality and reliability of a hardwired connection without incurring the costs associated with running new wires or the complexities of purchasing and configuring a wireless network. Because of the technology's flexibility, users can install up to six local cameras conveniently anywhere in a home or small business that has access to a power outlet.

"We chose HomePlug technology, which for us was more reliable, stable and secure, and provided a hard-wired connection from the camera back to the PC," Tree said. "We learned early



Connect.

on that wireless is a great technology for portable mobile devices, but for fixed applications like video surveillance there's no reason not to use the existing infrastructure in homes and small businesses."

WiLife customers easily install LükWerks without ladders, drills, additional cables or wireless networking. They simply load Werks™ software, and then plug the receiver into a wall outlet and connect it to a USB port on their PC. They position each camera in the desired location and plug the camera's power supply into the nearest wall outlet, which furnishes both the electrical power and the network connectivity.

LükWerks transports the video over existing home or business electrical wiring straight into the customer's PC. From there, they can monitor their businesses, keep an eye on children and pets, or see who's at the front door. LükWerks lets them view their cameras from anywhere in the world via a web browser, quickly search motion-based events recorded on the PC's hard drive, and receive email alerts of motion-triggered events detected by the cameras.

Business Benefits:

HomePlug technology is an integral part of WiLife's do-it-yourself solution, allowing the company to create a simple experience for WiLife customers.

"The customer doesn't even know they are creating a digital network on their electrical wiring. They just know it works," Tree said.

LükWerks offers features more commonly associated with professional-grade digital video recorders but for significantly less, allowing the company to serve a market that has been largely left out of video surveillance because of the high costs. Typically, it would cost a business or residence \$5,000 to \$10,000 and a couple of weeks of wait time to have a security company install a surveillance and monitoring system. With LükWerks, customers can install a professional-grade six camera

system for about \$1,500 or less – on their own in as little as 15 minutes.

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About Intellon

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 three 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.

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