



Plug.  
Connect.  
Entertain.™



## devolo dLAN Adapters Simplify IPTV Delivery



“With the MicroLink dLAN HighSpeed product line from devolo, HomePlug® based adapters provide sufficient bandwidth to stream one or two standard definition television channels simultaneously – making for a true plug & play solution.”

— Werner Fehn, Director,  
Product Management, devolo

### Business Challenge:

With the potential to allow TV viewers to experience programming like World Cup soccer in a whole new way, Internet Protocol Television (IPTV) is becoming a key offering from leading telecom service providers worldwide. However, available networking options have presented challenges as providers roll out the service to their customers. Wireless LAN (WLAN) solutions fall short in distributing uninterrupted video transmissions to multiple rooms, and many consumers reject the alternative of installing new cabling in their homes.

### The Intellon HomePlug-Enabled Solution:

devolo AG, a communications solutions company based in Aachen, Germany, is employing HomePlug-based technology from Intellon Corporation to enable service providers to simplify installations of IPTV and other Internet services. IPTV installations require a connection between the broadband gateway in a customer's home and their new IP set top box from the service provider. Before the devolo HighSpeed Ethernet solution became available, service providers were running new Ethernet cable (CAT-5) to make this connection. Many customers do not want new wiring in their homes and devolo's HomePlug adapters provide a No New Wires® alternative for IPTV connectivity.

### devolo's Leadership in Powerline Communications:

Since its start in 2002, devolo has quickly become an innovative leader in HomePlug-based home networking solutions. Its dLAN series of HomePlug-based adapters use existing powerlines to enable a range of networking possibilities including high-speed Ethernet, wireless range extension, streaming audio, and now IPTV. “Powerline communication is economically priced, quickly implemented, easy to operate and available in every room in the house,” said Werner Fehn, director, product management, at devolo.

devolo has worked with Intellon from the beginning, choosing the company for its reputation as the world leader in powerline technology and customer enablement. Since then, devolo has developed a series of HomePlug-based adapters, its MicroLink dLAN series for data, audio and video communications.

“HomePlug-based technology allows us to offer a plug-and-play, simple out-of-the-box experience in retail environments, as well as to service providers,” Fehn said. “Whereas WLAN creates configuration challenges that cause problems for end consumers and service providers, our adapters are problem-solvers.”

Currently, devolo offers three product lines based on HomePlug technology. The first product line is devolo's MicroLink dLAN solution, which is based on the HomePlug 1.0 standard. HomePlug 1.0 has a PHY rate of up to 14 Mbps, and is the perfect solution for ADSL extension, home networking, online gaming and streaming music.

devolo's second product line is the MicroLink dLAN HighSpeed solution. The HighSpeed product line is based on Intellon's HomePlug 1.0 with Turbo chipset, and expands the PHY rate up to 85 Mbps. devolo launched its HighSpeed line in the spring of 2005, and these products expand the data bandwidth to ADSL2+ speeds and enable simple, reliable streaming of standard definition video content.



Entertain.™



devolo is introducing its third HomePlug product line, which will support HDTV video-streaming with PHY rates up to 200 Mbps, using the HomePlug AV standard. Using Intellon's new HomePlug AV chipset, the new products will enable the transmission of "triple-play services" – high-speed Internet, Voice over Internet Protocol and high definition video services – over the whole-house powerline network.

## Business Benefits

The market readily embraced devolo's dLAN series, enabling hundreds of thousands of retail customers to connect more easily. The company's success in retail paved the way to extend the benefits of its powerline products to service providers. In October 2005, devolo forged an agreement with one of the largest European telecommunications companies.

The telecom company needed an alternative to running ETH/CAT-5 cable from the ADSL gateway to the IP set-top box for new IPTV installations in customers' homes. devolo responded with dLAN high-speed adapters that leverage Intellon's HomePlug 1.0 with Turbo chipset, built for higher-speed data networking and standard definition video streaming applications such as IPTV.

The service provider conducted a field trial with the devolo HighSpeed 85 HomePlug adapters to verify ease of installation and reliability of video connectivity. Following the field trial, the company rolled out the devolo adapters in its "Liveplug" kit for MaLigneTV. By providing an alternative to running CAT-5 cable in every customer's home, the HomePlug solution increases the take rate for the telecom provider's IPTV service and reduces service calls related to configuration problems.

"These adapters offer secure data transfer via the household power circuit, thus providing signals to every room in the house," Fehn added. "With PHY rates of up to 85 Mbps, the new dLAN high-speed, HomePlug-based adapters provide sufficient bandwidth to stream two television channels simultaneously – making for a true plug-and-play solution."

Consumers, installers and management at the telecom company have all been very pleased with the Intellon-based No New Wires® alternative. devolo is currently building on this success to provide simple, reliable connectivity solutions for other European service providers.

"HomePlug is advancing to become the backbone of whole-house networking for the future," added Heiko Harbers, CEO of devolo. "We are expecting to support further projects of this type in the near future and are already in talks with leading telecommunications providers worldwide."

## 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).

©2006 Intellon and No New Wires are registered trademarks and Plug, Connect, Entertain are trademarks of Intellon Corporation. HomePlug is a registered trademark of the HomePlug Powerline Alliance, Inc. All other trademarks mentioned are the property of their respective owners.



Intellon Corporation  
5100 West Silver Springs Blvd.  
Ocala, Florida 34482  
352.237.7416 (phone) 352.237.7616 (fax)

