



## neuf cegetel Customers Embrace No New Wires® Alternative for IPTV Connectivity



“We feel more comfortable being able to offer our customers the freedom to install their Voice/DSL modems seamlessly in a different room than where the TV is, and to give them an option that doesn’t involve running a cable through their living rooms. The HomePlug adapters have become a very popular alternative, so we know our customers are very happy with this.”

— Olivier du Besset,  
Residential Department Marketing  
Manager  
neuf cegetel

### Business Challenge:

In France’s fast-growing telecommunications market, neuf cegetel has emerged as a leading alternative carrier. The company operates its own state-of-the-art voice, data and video networks, making a wide range of innovative, high-quality services available to 70 percent of the French population. At the end of 2005, neuf cegetel had three million residential customers and 100,000 business customers. More than 1.2 million of those customers subscribe to the company’s ADSL high-speed access, representing more than 13 percent of the French market.

In 2005, neuf cegetel launched its neufTV service, which runs TV over ADSL, as part of its triple-play services offering. By making triple-play services available a la carte at extremely competitive pricing, the company has earned market leadership for these services.

neuf cegetel customers typically install equipment for all services on their own. Initially, they only had one option for connecting the ADSL modem and the set-top box for neufTV – a visible Ethernet cable. This was an arrangement some customers found inconvenient.

“Customers would sign up for the service and discover during installation that they need to run a cable through the living room,” said Olivier du Besset, Residential Department Marketing Manager at neuf cegetel. “Some customers found this arrangement inconvenient. We needed a solution that removes the cable and simplifies the installation process for customers.”

### The Intellon HomePlug-Enabled Solution:

neuf cegetel found its solution in HomePlug-based technology, which uses the existing electrical wiring in the walls to reliably connect the broadband modem to the IP set-top box. With this No New Wires® alternative, those subscribing to the neufTV service can simply connect an adapter to the modem and any convenient power outlet, and another to the a power outlet close to the set-top box – providing invisible connectivity and allowing customers to place their TVs anywhere they like. In addition to solving cabling concerns, the adapters offer more reliability than wireless for neufTV.

“Wi-Fi was not convenient at all for IPTV, at least not reliable enough to base a commercial offering on. PLC (powerline communication) was definitely the solution,” said Alain Hamel, Chief Technology Officer at neuf cegetel.

After successfully testing HomePlug adapters internally, neuf cegetel decided to partner with LEA S.A.S., also of Paris, to co-brand adapters for its subscribers. LEA designs, develops and markets xDSL filters for business and residential applications, as well as gateways and PLC (Powerline Communication) modems for the distribution of triple play high-speed Internet access services.

LEA offered NetPlug adapters based on Intellon Corporation’s HomePlug 1.0 with Turbo chipset, which offers plenty of throughput for both high-speed data and standard definition television. In choosing adapters with Intellon technology, neuf cegetel valued Intellon’s clear product roadmap and its high-speed Turbo offering.

As a French company, LEA quickly created a French-branded Web site for customer orders, freeing neuf cegetel from the need to stock and ship adapters. Working with LEA also provides closer proximity and faster delivery than manufacturers out of the country, and LEA even offers after-sales support in their own time zone and language.





## Business Benefits

neuf cegetel introduced the adapter offer to customers in January 2006 with an email promotion directing them to the co-branded site. By the end of the first month, thousands of customers had already ordered the adapters to simplify installation of neufTV in their homes.

By its nature, the solution is quite simple for subscribers to install and gives customers the flexibility to locate the TV anywhere they like. "The PLC solution is really plug and play," Hamel said. "It's simpler to install than Wi-Fi or some other technology."

Most importantly, the HomePlug solution eliminates the need for visible cabling. The immediate popularity of the adapters indicates customers clearly want and need a No New Wires® alternative.

"We feel more comfortable being able to offer our customers the freedom to install their Voice/DSL modems seamlessly in a different room than where the TV is, and to give them an option that doesn't involve running a cable through their living rooms," du Besset said. "The HomePlug adapters have become a very popular alternative, so we know our customers are very happy with this."

neuf cegetel also finds the adapters a very stable and reliable solution, providing the high-speed and uninterrupted access so critical to delivery of its neufTV offering. The provider views the adapter solution as an essential part of delivering a positive customer experience and ultimately to maintaining subscriber satisfaction.

With the initial success of the adapters, neuf cegetel sees HomePlug-based technology as a viable alternative for customers using other services. For example, customers experiencing problems with Wi-Fi, or those looking for a simpler install process, can choose the adapters to connect their PCs. The company may also soon offer LEA adapters based on Intellon's HomePlug® AV chipset to HDTV subscribers.

## 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)

