

## **FOR RELEASE**

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## **SPiDCOM presents its HomePlug AV reference designs at CES 2011**

*SPiDCOM, the “no-limits” powerline communication silicon provider, will display the reference designs based on its unique HomePlugAV certified open platform. It will also demonstrate the first implementation of the Broadband Forum's TR-069 model for HomePlugAV devices.*

### **CES 2011**

**Las Vegas – January 6<sup>th</sup>- 9<sup>th</sup>**

**LVCC South Hall Lower Level – Booth #20301**

**Paris, France, January 3rd, 2011** – SPiDCOM, the fabless semiconductor company specializing in open solutions for anywire broadband communications, enriches its suite of HomePlugAV standard based reference designs. At CES 2011, it will present the SPR300-AV and introduce the SPR310-AV.

Based on the HomePlugAV powerline communication specification – now an IEEE 1901 standard –the SPR300-AV and SPR310-AV enable whole-home HD-quality entertainment over the existing electrical wires.

While SPR300-AV is based on the SPC300 “No-limits” HomePlugAV SoC, the SPR310-AV uses the SPC310 cost optimised package.

The SPR300-AV has a gigabit Ethernet port, a “pass-through” design with a noise filter and an integrated socket; whereas the SPR310-AV was designed to enable a specific Ethernet 100Mbps bridging at lower cost.

The SPR300-AV and SPR310-AV originality lies in their open platform approach. Both reference designs embed an ARM9 processor integrated inside the SoC. SPiDCOM provides source code of the Linux based firmware and development tools so that its customers can run their own applications, without having to add a costly external processor, resulting to BoM savings up to 30%.

This openness enables OEM differentiation leading to more sophisticated HomePlugAV end-products. During CES 2011, SPiDCOM will show the world's first implementation of the Broadband Forum's TR-069 model for HomePlugAV devices; the TR-069 application running on the embedded ARM9.

Enabling remote management of the home network, SPiDCOM's solutions lowers Service Provider's operational costs.

To set-up a meeting at CES, please contact [media@spidcom.com](mailto:media@spidcom.com).

### **About SPiDCOM Technologies:**

SPiDCOM is a fabless semiconductor company.

We provide open System-on-Chips and Linux based software bundles for “no-limits” developments enabling complete OEM/ODM product differentiation (hardware, software, system).

SPiDCOM powerline communication solutions can convert any wire into a broadband communications network; applications include HomePlugAV Home Networking, Ethernet over Coax, Access BPL, Smart Grid and Smart Energy.

SPiDCOM actively participates to the standardization efforts inside the major international bodies, among them IEEE and HomePlug Powerline Alliance.

*SPiDCOM, much more than a silicon provider, your “no-limits” solution partner.*

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