

The **HomePNA Alliance** technology standard has been approved by the **Digital Living Network Alliance** (DLNA) for incorporation into the next version of its Networked Device Interoperability Guidelines.



More than 200 DLNA member companies share a vision of an interoperable network of products throughout the home, enabling a seamless environment for creating, managing and sharing new digital media and content services.

“There are a large number of products available to deliver and consume digital content throughout today’s connected home. DLNA Certification gives service providers a valuable tool to simplify the deployment of services such as IPTV to consumers,” says Michael Weissman, president of **HomePNA**.

“DLNA and HomePNA share a common vision - to simplify the installation of networked products. HomePNA believes that DLNA Certified HomePNA products will help drive additional reductions in IPTV installation and operating costs, saving time and money for service providers and increasing customer satisfaction.”

“The digital home includes a wide range of DLNA Certified products – from products purchased at retail stores to those distributed by service providers,” says Nidhish Parikh, chairman and president of **DLNA**. “Certification of home networking technologies such as HomePNA is becoming an important component in the industry’s drive to make networked equipment in the home work together.”

- Four of the top five largest telcos in No. America deploying IPTV have selected HomePNA.
- More than 20 million HomePNA chipsets have been shipped, worldwide.
- HomePNA is currently deployed across 5 continents around the globe.
- HomePNA has helped service providers reduce installation costs by more than \$800 million.
- Telcos that have deployed HomePNA generally experience higher fixed line retention, higher ARPU, and greater customer satisfaction.
- HomePNA 3.1 has been standardized by the ITU as Recommendation G.9954 - a major factor in telco adoption of the technology for IPTV and triple play.
- To date, the addition of HomePNA-enabled IPTV has generated more than \$1 billion in new revenues for service providers.

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