

## **Entropic Communications, Technetix Deliver MoCA to the European Market**

Entropic Communications is proud to announce European designer and manufacturer of leading technology solutions, Technetix, will bring the first ever push-on Ethernet-to-Coax Network Adapter (TECB-D01), powered by Entropic's MoCA (Multimedia over Coax)-based silicon solution, to the European market.

Adoption of MoCA as the leading home networking backbone topology continues to gain traction. In the U.S., MoCA is currently being deployed by service providers representing nearly 70 percent of the 100 million pay-TV homes. The opportunity in Europe is beginning to take hold as consumer demands evolve for services such as broadband extension for every room in the house, shared planning of high definition (HD) content, or multi-room digital video recording (MR-DVR), and greater interest to supporting multiple streams of HD video throughout the home.

The Technetix TECB-D01 is a single port Ethernet to coax adapter powered by Entropic's leading MoCA-based silicon and software. The device is unique in that it provides a straightforward plug-and-play installation onto an existing home coaxial wall socket to create a high-speed, whole-home entertainment backbone. By leveraging MoCA as the basis for the home network, consumers gain the most reliable home entertainment experience, and service providers can offer enough capacity and support for streaming high volumes of whole-home HD multimedia content.

"The European market has high demand for technology solutions that can improve the performance and ease the installation of in-home entertainment networks," said Jan Ariesen, vice president, Development Engineering, Technetix. "Our TECB-D01, based on Entropic's leading MoCA silicon, leverages their global successes as seen from U.S. service providers and demonstrates the highest quality capabilities required to deliver the most robust and dependable in-home video and content distribution system."

"Partnering with Technetix is a significant win for Entropic and the MoCA standard, as it strongly positions MoCA to be the network backbone technology for achieving greater penetration and expansion throughout Europe," said Vinay Gokhale, senior vice president, Marketing and Business Development, Entropic Communications. "We see that European consumers want to deploy more HD streaming services -- from shared planning to over-the-top video -- throughout the home, but to gain the best viewing experience, they need bandwidth characteristics that only a MoCA network can provide."

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With the availability of the TECB-D01 MoCA-based network adapter, European service providers gain an opportunity to offer more advanced, high-bandwidth IP streaming services that leverage the extremely reliable, high throughput connection that is offered by Entropic's MoCA 1.1 technology. Additionally, as service providers rollout MoCA 2.0, the next-generation of the standard, the TECB-D01 will be fully interoperable with new MoCA 2.0 investments, allowing for the seamless deployment of new operator services.

The sister product to the TECB-D01, the Technetix TECB-01 MoCA network adapter, was awarded 'Best Connected Home Communications Hub' at the Connected Home Global Summit 2011 earlier this year. Both devices will go into trials with leading European service providers in 2011, and will be showcased during IBC2011 at the Entropic Stand A41-Hall 3, September 9-13, 2011, at the RAI Amsterdam.

Visit Technetix at [www.technetix.com](http://www.technetix.com) [1].

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