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- [Home](#)
- [About Us](#)
- [Products & Technology](#)
- [News & Events](#)
- [Join](#)
- [Members Area](#)

- [Press Releases](#)

- [Events](#)

- [Member Press Releases](#)

- [Media Coverage](#)

- [Press Release Search and Archive](#)

- [Electronic Press Kit \(pdf, 477k\)](#)

- [Newsletters](#)

- [Photo Galleries](#)

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For release: 31 Oct 2006

HomePlug® Powerline Alliance Announces European Executive Seminar in Conjunction with Connections Europe

Industry Leaders Gather to Discuss the Future of Broadband over Powerline Networking Technology in the European Market

San Ramon, Calif. - October 31, 2006 - Driving the worldwide acceptance of high-speed networking over power lines, the HomePlug® Powerline Alliance today announced that it will host the HomePlug European Executive Seminar in Berlin on November 14, 2006. The one-day seminar will take place in conjunction with CONNECTIONS Europe, and will highlight the latest trends and forecasts regarding worldwide powerline communications.

"The HomePlug alliance recognizes that the European market will continue to play a critical role in the global adoption of broadband powerline technology," said Mathew Theall, from Intel Corporation, who also serves as president of the HomePlug Powerline Alliance. "This executive seminar provides a platform for key decision makers to explore HomePlug's standards-based approach to interoperable powerline networking solutions worldwide".

The HomePlug Powerline European Executive Seminar Series will communicate and discuss the goals of the Alliance, its open-standards approach, and present usage studies for network operators and utility companies. The event will review how the HomePlug Alliance operates and the benefits of participating in the specification development process.

Who: The HomePlug Powerline Alliance

When: November 14, 2006: 9AM 4PM

Where: Hotel Adlon Kempinski, Berlin, Germany

What: The HomePlug Powerline European Executive Seminar is one of a series of worldwide events that provide business and technology leaders with an interactive forum to discuss the goals of the Alliance, its specifications, and how HomePlug is addressing the unique needs of the local markets. Additionally the seminar will explore pressing issues facing the powerline networking industry, such as open-standards, product certification, and interoperability.

Seminar attendees will have access to a variety of panel discussions and expert speakers covering topics such as the unique digital home applications of HomePlug technology, where broadband powerline technology is headed, what local service providers are utilizing HomePlug products around the world, and the latest developments ensuring seamless interoperability between multiple products from multiple companies employing HomePlug technology. Current Alliance members will also explain how their companies are leveraging HomePlug technology in their respective fields of business.

A complete conference agenda is available at <http://www.homeplug.org/berlin/en/agenda.asp>;

A complete list of keynote speakers will be available online prior to the event at <http://www.homeplug.org/berlin/en/speakers.asp>.

Those interested in attending the conference should register by visiting <http://www.homeplug.org/berlin/en/about/index.asp>. Early registration is encouraged as seating is limited. The conference fee is \$199, which includes an invitation to the Opening Keynote and Reception for CONNECTIONS Europe on November 14th. Those attending the HomePlug European Executive Seminar will save \$400 off the registration price for CONNECTIONS Europe when signing up for both events. Complimentary passes are available to pre-registered members of the press.

Companies interested in receiving information about joining the HomePlug Powerline Alliance are invited to contact Executive Director Rob Ranck (rranck@inventures.com) for details on membership and activities.

About the HomePlug® Powerline Alliance:

The HomePlug Powerline Alliance, Inc. is an industry-led initiative established to create specifications for home high-speed powerline networking products and command & control among platforms within the home, and broadband access services to the home. The Alliance accelerates demand for HomePlug-enabled products and services worldwide through the sponsorship of market and user education programs. Membership in the Alliance has grown to include over 65 industry-leading companies. HomePlug Sponsor companies include Cisco (CSCO); Comcast (CMCSK); EarthLink (ELNK); GE Security, Inc., an affiliate of General Electric Co. (NYSE: GE); Intel Corporation (INTC); Motorola (MOT); RadioShack Corporation (RSH); Sharp Laboratories of America; and Sony (SNE). Contributor members include Arkados (OTCBB: AKDS); Conexant (CNXT); Gigle Semiconductor; and Intellon Corporation. Additional information about the Alliance, including a complete listing of certified products, is available at <http://www.homeplug.org>.

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