

Editor's Contact:

Francesco Liburdi

Tel. 607.772.0117

fliburdi@electronic-links.com

**ELECTRONIC LINKS INTERNATIONAL INTRODUCES
OPTOLOCK™ PLUGLESS SMI SOCKETS**



Binghamton, NY — August 28, 2007—Electronic Links International, Inc. today announces the introduction of two optical plugless connectors that provide instant termination of bare Plastic Optical Fiber (POF). The OptoLock™ plugless connectors, which support both 1394 and Fast Ethernet, take advantage of the established SMI (Small Media Interface) technology and footprint.

POF (PMMA) terminates directly into the OptoLock plugless connectors, eliminating the need for a mating plug connector. Because the POF wire is simple to terminate to the plugless connector, the connection of devices in communications and infotainment networks is quick and easy.

ELI's new OptoLock connectors can support data transfer speeds of up to 125 Mbps over 100 meters of plastic optical cable, making the connectors suitable for IPTV over POF and other high bandwidth applications.

ELI's new OptoLock connectors will be on display at the POFTO booth at the 16th International Conference on Plastic Optical Fibers in Turin, Italy on September 10-12, 2007 www.pofconference2007.com, and at ECOC 2007 in Berlin, Germany on September 16-20, 2007 www.ecocexhibition.com.

About Electronic Links International, Inc.

Electronic Links International, Inc. develops standard and custom connectors and cable assemblies, both in copper and optical fiber. By actively participating in standards committees, and working closely with customers, this U.S.-based company is positioned to bring cutting-edge technology to market quickly and efficiently.

Additional information about Electronic Links International is available at www.electronic-links.com.

OptoLock is a registered trademark of Firecomms Ltd. The optical components used on the connectors are manufactured by Firecomms, www.firecomms.com.

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