

**Firecomms Announces Availability of MOST150 Transceiver Demonstrated in Hyundai Autonet Infotainment Network**

**Cork, Ireland—January 26, 2009**—Firecomms today announces the availability of its new MOST150 fiber optic transceiver (FOT), which provides a bandwidth of 150 Mbps for high-speed automotive infotainment networks over Plastic Optical Fiber (POF).

Firecomms new MOST150 FOT has been used successfully to demonstrate the capabilities of the next-generation MOST150 infotainment network being developed by Hyundai Autonet. The FOT is included in a connector system developed and marketed by Alps Electric Co. Ltd.

"Our collaboration with Hyundai Autonet culminated in a demonstration by the Tier 1 infotainment supplier that has proven the operation of our new devices within the pioneering Hyundai Autonet system," says Niall Keegan, Firecomms' general manager of Asia Pacific.

"The Firecomms MOST150 FOT allowed us to demonstrate successfully, and in the shortest time possible, the features and capabilities of our new MOST150 system to our automotive customers," says Mr. Jack Kim, manager of the AV Team, Multimedia R&D at Hyundai Autonet.

MOST150 is already making its way into future vehicles. In addition to higher bandwidth, MOST150 features an isochronous transport mechanism to support extensive video applications, as well as an Ethernet channel for the efficient and seamless transport of IP-based packet data. Thus, MOST150 provides the automotive-ready physical layer for Ethernet in the car.

Firecomms leads the development of devices to drive POF, a low-cost optical alternative to copper cabling. Due to its ease of use, large core tolerances, and low costs, POF is enjoying a huge growth in a wide range of applications. Created for consumer, industrial, and automotive applications in which plastic fiber can be used more easily and at lower cost than copper or glass fiber, POF is now used in millions of small area networks, such as those in use in many car models, and is rapidly gaining ground in home network and point-to-point interconnection.

Firecomms new MOST150 transceiver, FCM150, is currently shipping and can be ordered through Firecomms' sales organization ([sales@firecomms.com](mailto:sales@firecomms.com)) in Japan, USA and Europe.

### **About MOST® Technology**

MOST (Media Oriented Systems Transport) is a multimedia networking technology optimized for use in cars and other applications. This technology enables the transport of high Quality of Service audio and video together with packet data and real-time control over a single transmission medium. MOST can use plastic optical fiber or electrical unshielded or shielded twisted-pair wire physical layers that meet automotive environmental requirements. Today MOST is used in over 60 car models as the communication backbone for the cars' information and entertainment equipment.

### **About Firecomms Ltd.**

Firecomms, a compound semiconductor company, develops high-speed light sources in visible range wavelengths. Firecomms' lasers and LEDs provide the groundwork that will revolutionize optical data communications for small area networks, such as in-car networks and home networks. Firecomms' low power visible lasers unleash the potential for advances in medical devices, barcode scanners, and optical storage devices.

The Ireland-based company leverages its ten years of photonics research experience, optical expertise, and extensive IP portfolio to develop cost-effective solutions for applications in which the use of glass fiber optics is prohibitively expensive. Additional information about Firecomms is available at [www.firecomms.com](http://www.firecomms.com).

### **About Hyundai Autonet**

Hyundai Autonet, an automotive electronics specialist, has made driving safer and more comfortable since 1985. The company received the first award of the J.D. Power and Associates 2007 Multimedia Quality and Satisfaction Study<sup>SM</sup> in the AM/FM/Single CD Player category, which it achieved by the company's customer satisfaction strategy based on competitive capabilities of technology, quality, cost and time to market.

Hyundai Autonet strives to be a global leader in the field of car infotainment systems by developing platforms based on integrated Audio/Video/Networking (AVN) systems. The company successfully launched the first AVN using MOST in Korea, proving that Hyundai Autonet has truly global competitiveness. Additional information about the company is available at [www.hyundaiAUTONET.com](http://www.hyundaiAUTONET.com).

### **Further Information:**

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