**Press Release**
**For Immediate Release**

# Firecomms Announces OptoLock® Compatibility with Broadcom's Highly-Integrated BCM7405 IP Set-Top Box SoC Solution

***Cork, Ireland—March 25, 2009***—Firecomms, a provider of high-speed Plastic Optical Fiber components, today announces the compatibility of its OptoLock® Fast Ethernet optical transceiver with the Ethernet PHY integrated in Broadcom's BCM7405 IP set-top box (STB) system-on-a-chip (SoC) solution. Firecomms will demonstrate its OptoLock technology at this week's IPTV World Forum on Firecomms booth #95 in London's Olympia Grand Hall.

An easy-to-use housing for instant termination of bare Plastic Optical Fiber (POF), OptoLock will enable the quick and easy connection of POF directly to the STB in home networks. The inclusion of OptoLock POF ports directly into the set-top box enables operators and homeowners to quickly lay ultra-thin POF cable.

"This announcement is a significant milestone in our efforts to enable integration of our OptoLock transceivers across set-top box platforms," says John Lambkin, Firecomms' chief technology officer. "Operators recognize the benefits POF brings to reducing installation time and complexity. Integration of POF ports directly into the set-top box enables reductions in bill of material costs as compared to external network adapters."

"With an integrated PHY capable of driving both copper and optical ports, our collaborated solution enables deployment efficiencies that allow set-top box manufacturers, service providers and consumers in Europe to quickly realize the benefits of home networking," said Aidan O'Rourke, Broadcom's Senior Director of Product Marketing. "Broadcom is pleased to work with Firecomms to meet the requirements of Europe's connected digital home and enable an enhanced consumer entertainment experience."

OptoLock is ideal for Fast Ethernet applications with stringent quality of service requirements such as residential gateways, IP set-top boxes and hubs. The design of OptoLock enables the fiber to be cut and terminated to the exact required length on site, allowing even the most novice consumer to quickly and easily terminate the bare optical fiber.

*-- more --*

Firecomms leads the development of devices that drive POF, an optical alternative to copper cabling. Due to its ease of use and large core tolerances, POF is enjoying significant growth in a wide range of applications. Created for consumer, industrial, and automotive applications in which plastic fiber can be used as an alternative to copper or glass fiber, POF is now used in millions of small area networks, such as those in cars, and is rapidly gaining ground in home network and point-to-point interconnections. According to market research by Information Gatekeepers, the POF market is estimated to be worth over $1 billion per year at the end of 2009.

**About Firecomms Ltd.**

Firecomms, a semiconductor company, develops high-speed optical components that drive IPTV home networks and in-car multimedia entertainment systems. The company's revolutionary Optolock® technology, licensed worldwide, has created the ability to bring fiber into every home in the world.

Firecomms is headquartered in Cork, Ireland and has facilities in Japan and the USA. Additional information about the company can be found on its web site at *www.firecomms.com*.



# # #

**Further Information:**

Rene' Williams
Firecomms Ltd.
Tel. 949.360.7770
rene@firecomms.com