



**Press Release**  
For Immediate Release

## **Firecomms *OptoLock*® Powers New Line of Plastic Optical Fiber Products Designed by NYCE Networks and Offered by SMC**

**Austin, TX—February 17, 2010—**Firecomms, a leading supplier of high speed optical components, is pleased to announce today a collaboration with SMC, a specialist in providing high-quality, reliable customer premise equipment to broadband service providers, and NYCE Networks, a leading provider of innovative Plastic Optical Fiber to copper Ethernet products, in which its *OptoLock*® Plastic Optical Fiber (POF) transceiver will power the first of an innovative product line of POF-based customer premise equipment.

Through the collaboration that will result in accelerated innovation and manufacturing efficiencies within the Plastic Optical Fiber products market, Firecomms will supply *OptoLock* plugless Fiber Optic Transceivers for SMC's line of fiber optic products, which are developed by NYCE Networks. The first product in the line, the SMCEPM-2, is an innovative copper to POF media converter switch that allows broadband service providers to quickly and easily create Ethernet POF networks for their residential and business class customers.

"Many of our valued broadband service providers need a copper to fiber product to create a high speed Ethernet network for their residential and business class customers that have outdated wiring and cabling. The SMCEPM-2 enables quick installation of POF networks and is the fastest, easiest, and most inexpensive to deploy," says Todd Babic, vice president of Sales, Broadband Business Development for SMC. "Our collaboration with Firecomms and NYCE allows us to bring a highly valuable POF product to market quickly to meet our customers' needs."

Only millimeters thick, plastic optical fiber is highly durable and flexible, easy to cut, and is much easier to install and conceal than traditional CAT-5/5e/6 cabling. POF also is highly immune to cable electrical noise and provides a higher Quality of Service (QoS) than traditional CAT-5/5e/6 electrical cable networks. This means that POF experiences minimal network congestion that is common from bandwidth-intensive applications like VOIP, IPTV, and online gaming.

"These innovative POF devices by SMC and NYCE Networks will enable operators, installers and consumers to connect their IPTV and home networking nodes using a high quality, interference-free link with the simplicity

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of a home speaker wire connection,” says Firecomms' vice president of sales and marketing for the Americas, Lawrence Thorne. “SMC's reputation within the operator community as a provider of highly reliable, cost effective customer premise equipment further validates the increasing interest in the deployment of POF networking solutions that will enable broadband service providers to guarantee network reliability, reduce subscriber installation costs, and maximize ARPU (average revenue per user).”

### **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. For more information visit the company web site at [www.firecomms.com](http://www.firecomms.com) or call 512.328.0300 (US office).

*OptoLock is a registered trademark of Firecomms Ltd.*

### **About SMC**

SMC Networks is a specialist in providing high-quality, reliable customer premise equipment to service providers. As an approved vendor to 12 of the top 14 service providers in North America, SMC designs products for both commercial and residential applications. The company focuses on delivering the best range of innovative wireless and wired solutions for its customers that drive revenue, are highly reliable, require little support, and have the lowest total cost of ownership in the industry. SMC is headquartered in Irvine, California. For more information, visit the company's web site at [www.smc.com](http://www.smc.com) or call 800.SMC.4YOU.

### **About NYCE Networks**

NYCE Networks is a leading provider of innovative Plastic Optical Fiber to copper Ethernet products. NYCE designs, manufactures and supplies Plastic Optical Fiber networking solutions to telecommunication companies, builders, installers, and content providers worldwide. The company's patented networking products eliminate electromagnetic interference and enable our customers to deliver safe, simple and cost-effective home-centric solutions. NYCE is headquartered in Vancouver, BC. For more information, please visit the NYCE web site at [www.nycetechnology.com](http://www.nycetechnology.com) or call 604.473.9800.

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**FURTHER INFORMATION**

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