



The Best Medium For Home Entertainment Networks Is Already In Your House!

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MoCA® - Multimedia over Coax Alliance

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The home is the final frontier when it comes to networking. But the sheer volume of alternatives based on different technologies and mediums promoted by a dizzying array of standards bodies elevates market cacophony while drowning out value. Too many choices confuse both the service provider and end consumer and ultimately delays purchase.

Home networks are and will continue to be a blend of standards and technologies, each with their advantages and disadvantages. A home entertainment network is defined as multiple streams of standard and high definition content distributed anywhere, anytime. There are numerous other technologies and mediums vying for supremacy but not all are created equal and not all are suitable for high definition video. Many of these mediums are voice and data centric and forced fit to serve video. The best medium for video delivery around the home is still the one that is well understood by service providers and consumers and has been in the house for more than 50 years – coax.

Cable, satellite and even telecom operators have been using existing in-home coaxial wiring to distribute analog video throughout the home for years. Coaxial cable already exists in more than 90 percent of U.S. households and is prominent in many countries in Europe and Asia. It is understood by service providers and consumer alike that *coax is for video!*

Coaxial cable is ideal for carrying electrical signals because it is a shielded wire, meaning that the signal being carried is not subject to interference from outside sources. Because coax is designed to carry TV signals, coax outlets have historically been placed in close proximity to the consumer's desired TV viewing locations such as the living room, family room and bedroom. Many service providers are already reaping the benefits of coax-based networking technology enabling them to send multiple streams of high-definition content to practically any room in the house.

Unlike wireless networks which require sophisticated encryption schemes and lengthy setup, MoCA encrypts the signals automatically. MoCA transmits signals over a shielded cable; therefore you can be assured that your data, personal information and digital media are safe from interference and theft. Best of all, this means you don't have to become a security expert. By combining shielded wiring, easy isolation from neighbors and automatically enabled security protocols, MoCA's home and entertainment networking technology is designed to be a safe and secure component of hybrid home networks.

Conclusion

Home networks are evolving to support high quality video viewing experiences. The entertainment network needs to ensure freedom from interference with a sustained performance over a well-behaved medium.

The home network will be a blend of wireless and wired implementations. Wireless for voice and data and coax for video. The standard for coax is MoCA.

MoCA. It's in your house!®

About the author

Rob Gelpman, robgelpman@mocalliance.org, is the chair of the marketing work group for MoCA, the standard for home entertainment networks over coax. Rob has been in marketing communications for more than 20 years serving companies in consumer electronics, digital media and networking and communications.

Rob has a master's degree in communications from San Diego State University, and has served as an adjunct instructor in the marketing department at Golden Gate University in San Francisco.

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