

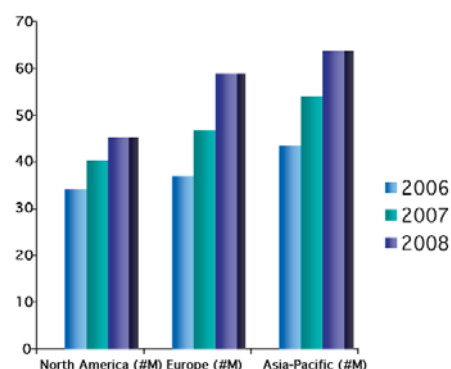
The Universal Standard for Home Entertainment Network Already Exists

MoCA, Multimedia over Coax Alliance

Too many technologies are purporting to be standards, especially for home entertainment networking. Consumers want solutions not another standard. All they really want is a way to connect their stuff, www.connectymstuff.org.

They want whole-home connectivity that includes video, telephony and broadband without manuals, lengthy installations, numerous service calls, ease of use and a fair price. They want to purchase, with confidence, a system that is easy to install and inexpensive. They could care less about technologies or standards.

Home Networking Growth:
Millions of Households: 2006-



Source Europe Home Network Update
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The home networking standards environment

- There are currently standards for every wired medium found in the home; powerline, phone line and coax. Each of these standards has formed corresponding alliances promoting their medium and technology. Some standards even specify more than one medium.
- Likewise, there are numerous standards in the wireless realm. There are standards for the LAN, the PAN and cable replacement. Some standards are whole house and others are in-room.
- Some standards only work in certain broadband industry segments and are barred from others due to technology and interference issues.
- There are standards for whole home entertainment networking and there are standards for short range, high definition video transfer. Some standards appear more suited for implementation in service provider channels and some can only be found on a retail shelf.
- There are even standard bodies attempting to unite the various standard bodies.

No wonder the consumer is confused. There too many standards and not enough solutions. It is benefits and value that are of interest to consumers. Too many standards claiming to work over a myriad of wired mediums AND coax creates a confused marketplace and an angry customer.

A standard is more than a specification. While technical merits are a cornerstone of the evaluation process, equally important are organizational effectiveness and economic benefits. Market size, immediate and downstream economic value and management by industry leaders should also be considered when evaluating and adopting standards.

Equally important, claims regarding performance should be truthfully and clearly expressed (theoretical data rate vs. net throughputs, for instance). Network operators want to see published independent field tests before implementation into their own network.

Backward compatibility cannot be over emphasized. There is no merit to the introduction of a new standard without tribute to existing and prevailing technology standards. Service providers are not going to throw out the old in favor of the new just because another press release crossed their desk.

The solution must include real-time HD video distribution within homes

The home entertainment network is and will be a blend of technologies, standards and mediums. But any technology claiming viability and merit must be able move high definition video from room to room or screen to screen reliably and without interference or latency. Any technology must be able to validate claims regarding performance, quality of service, economic benefits and the ability to function in multiple industry segments and environments.

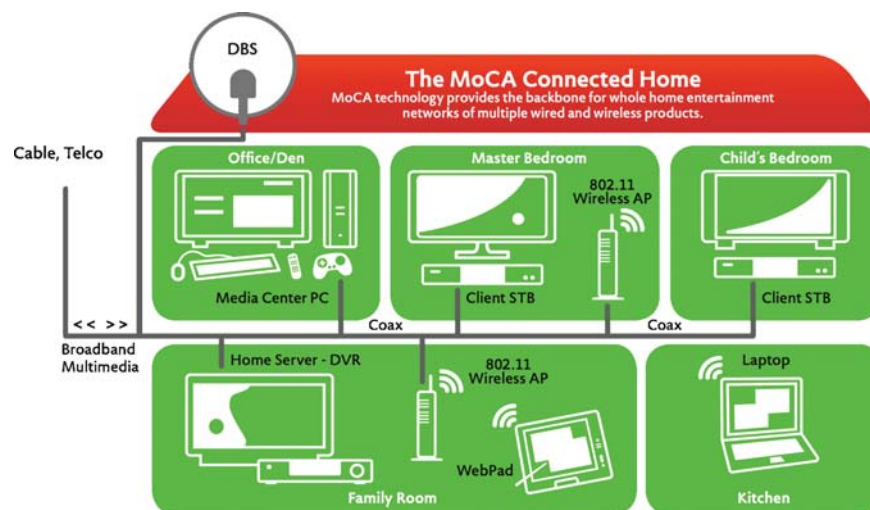
Coax – the key to the home entertainment networking standard

No single standard will dominate the home entertainment network. However, the ones that do succeed and find deployment are those that do not interfere with other mediums, technologies or devices already in use. They must appeal to multiple geographies and industry segments.

A standard provides a framework within which innovation thrives and there is economic benefit throughout the entire value chain. There must be integration within prevailing standards, such as MoCA's recent approval for inclusion in DLNA's Interoperability Guidelines, so a holistic environment where all applications and

usage models are adequately addressed. There must be coexistence with other technologies in use, and there must be backward compatibility with prevailing standards, or capital expenditures and deployments become prohibitive and complex.

And last, but certainly not least, the dominant home entertainment networking standard must use the ideal medium designed for video. You know it as coax.



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