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DLNA[®] Approves HomePlug AV and HD-PLC Powerline Networking for Increased Digital Home Connectivity

Powerline Networking Enables DLNA Certified[®] Products to be Connected Anywhere in the Home

PORTLAND, Ore.--(BUSINESS WIRE)--The [Digital Living Network Alliance \(DLNA[®]\)](#), [HomePlug[®] Powerline Alliance](#) and [HD-PLC Alliance](#) today announced that DLNA has approved the HomePlug AV and HD-PLC powerline networking standards to be incorporated into the next version of its Networked Device Interoperability Guidelines, scheduled for release in early 2012.

Powerline networking products are certified by HomePlug Alliance and HD-PLC Alliance for HomePlug AV or HD-PLC technology. By adopting powerline networking into its Interoperability Guidelines, DLNA will enable DLNA Certified[®] products to be connected anywhere in the home where there is an electrical outlet. These technologies are ideal for connecting DLNA Certified[®] game consoles, network storage devices, TVs and other DLNA Certified[®] products far from a home router or modem for a high quality entertainment experience.

“Providing users the ability to use wired speeds without running new wires is a logical next step as more and more consumers add second and third TVs, game consoles and other DLNA Certified[®] products further away from their wireless router,” said Nidhish Parikh, chairman and president of DLNA. “DLNA continues to advance the connected home by allowing consumers to connect and enjoy their favorite content throughout their homes. Adding powerline networking as a DLNA approved solution for connectivity gives consumers expanded flexibility when setting up their home network and confidence they can enjoy their photos, music and videos on DLNA Certified[®] products whether connected using electrical wiring, Wi-Fi, Ethernet or MoCA.”

“Consumers’ desire for high speed device connectivity throughout their home is growing,” said Kurt Scherf, Vice President, Principal Analyst, Parks Associates. “With an already strong deployed base of interoperable HomePlug AV products in the US and Europe and growing demand for connected services in China, including this technology in the DLNA Interoperability Guidelines is a great tool for delivering the Connected Home to consumers.”

“DLNA is carrying high expectations for leading digital media resources sharing in the home network. We are convinced HD-PLC certified products including IEEE 1901 Standard technology contribute a variety of applications and robust network solutions for DLNA,” said Michimasa Aramaki, president and chairman of HD-PLC Alliance.

“HomePlug has experienced exciting growth in 2011 and we are looking forward to a great 2012 as more people realize the benefits of using electrical wiring for device connectivity,” said Rob Ranck, President of HomePlug Alliance. “HomePlug’s inclusion in the DLNA Interoperability Guidelines, is a big win for consumers looking for higher speeds in more locations with no new wiring.”

About DLNA

Members of Digital Living Network Alliance (DLNA) share a vision of an interoperable network of personal computers (PC), consumer electronics (CE), mobile devices and service providers in and beyond the home, enabling a seamless environment for sharing and growing new digital media and content services. Founded in 2003, the group established

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and maintains a platform of interoperability based on open and established industry standards that, when used by manufacturers will support the sharing of media through wired or wireless networks. More than 200 multi-industry companies from around the world have joined DLNA, committing the time and resources necessary to achieve their vision. DLNA's Promoter Members include: ACCESS, AT&T, AwoX, Broadcom, CableLabs, Cisco, Comcast, DIRECTV, DTS, Dolby Laboratories, Ericsson, HP, HTC, Huawei, Intel, LG, Microsoft, Motorola, Nokia, Panasonic, Qualcomm, Samsung, Sony, Technicolor and Verizon. Additional information about the Alliance, its participating companies and membership benefits is available at www.dlna.org or find the Alliance on Facebook at www.facebook.com/dlnacertified or on Twitter at [@DLNA](https://twitter.com/DLNA).

About HomePlug Alliance

HomePlug AV is certified by HomePlug Powerline Alliance, Inc. (www.homeplug.org). HomePlug Powerline Alliance is an industry-led initiative with 65 member companies that creates specifications and certification programs to promote the use of existing electrical wiring for reliable home networking and Smart Grid applications.

About HD-PLC Alliance

HD-PLC Alliance is the certification body for HD-PLC technology and its related products (www.hd-plc.org). HD-PLC Alliance is a non-profit association of more than 20 members including industrial leading organizations. The Alliance dedicates its efforts to leading the international standardization such as IEEE, and certification logo program.

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