

## **Firecomms to Discuss the Importance of the Customer Experience in Panel at IPTV World Forum Asia**

**Cork, Ireland—December 3, 2008**— Firecomms Ltd., a leading developer of high speed Plastic Optical Fiber (POF) transceivers and Surface Emitting Lasers (VCSELs), will participate in a panel entitled "Harnessing Good Customer Experiences to Increase Revenues for Operators" at the upcoming IPTV World Forum Asia Conference & Expo.

As evangelists for the use of plastic optical fiber in home networks, Firecomms representatives speak and participate in panels on the benefits of this medium for IPTV applications. At IPTV World Forum Asia, Niall Keegan, Firecomms' general manager, Asia Pacific, will participate on the panel with: Puneet Garg, general manager of IPTV; Bharti Airtel, India Senior Representative, Digisoft.TV; and Robert Winters, chief marketing officer, Shenick.

The panel will convene on Thursday, December 4 at 16:40 at the conference which is held at the International Convention & Exhibition Centre in Suntec Singapore. ([www.iptv-asia.net](http://www.iptv-asia.net)). Topics for the panelist include:

- The importance of customer relationship management for IPTV
- Is there a market for consumers seeking better care: will they pay more?
- Does picture quality make a difference to television revenues?
- How can quality of service be consistently guaranteed, not just to the home but all the way to the TV?
- Content portability and home networking possibilities—how can these features help to hold on to customers long-term?

"Firecomms leads the development of devices to drive POF, a low-cost, easy to install, high-quality optical cabling," says Niall Keegan, Firecomms' general manager, Asia Pacific. "Due to its ease of use, large core tolerances, and low costs, POF is enjoying significant growth in a wide range of applications, including IPTV data transmission where the integrity of the signal must be preserved in very diverse environments."

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Firecomms, together with Mitsubishi Rayon, will provide a POF home networking demo on booth 33 at the IPTV World Forum Asia exhibit.

**About Firecomms Ltd.**

Firecomms, a compound semiconductor company, develops high-speed light sources in visible range wavelengths. Firecomms' lasers and LEDs provide the groundwork that will revolutionize optical data communications for small area networks, such as in-car networks and home networks. Firecomms' low power visible lasers unleash the potential for advances in medical devices, barcode scanners, and optical storage devices.

The Ireland-based company leverages its ten years of photonics research experience, optical expertise, and extensive IP portfolio to develop cost-effective solutions for applications in which the use of glass fiber optics is prohibitively expensive. Additional information about Firecomms is available at [www.firecomms.com](http://www.firecomms.com).

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**Further Information:**

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