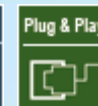


500M Nano Powerline Ethernet Bridge

PL-702



Presentation Outline

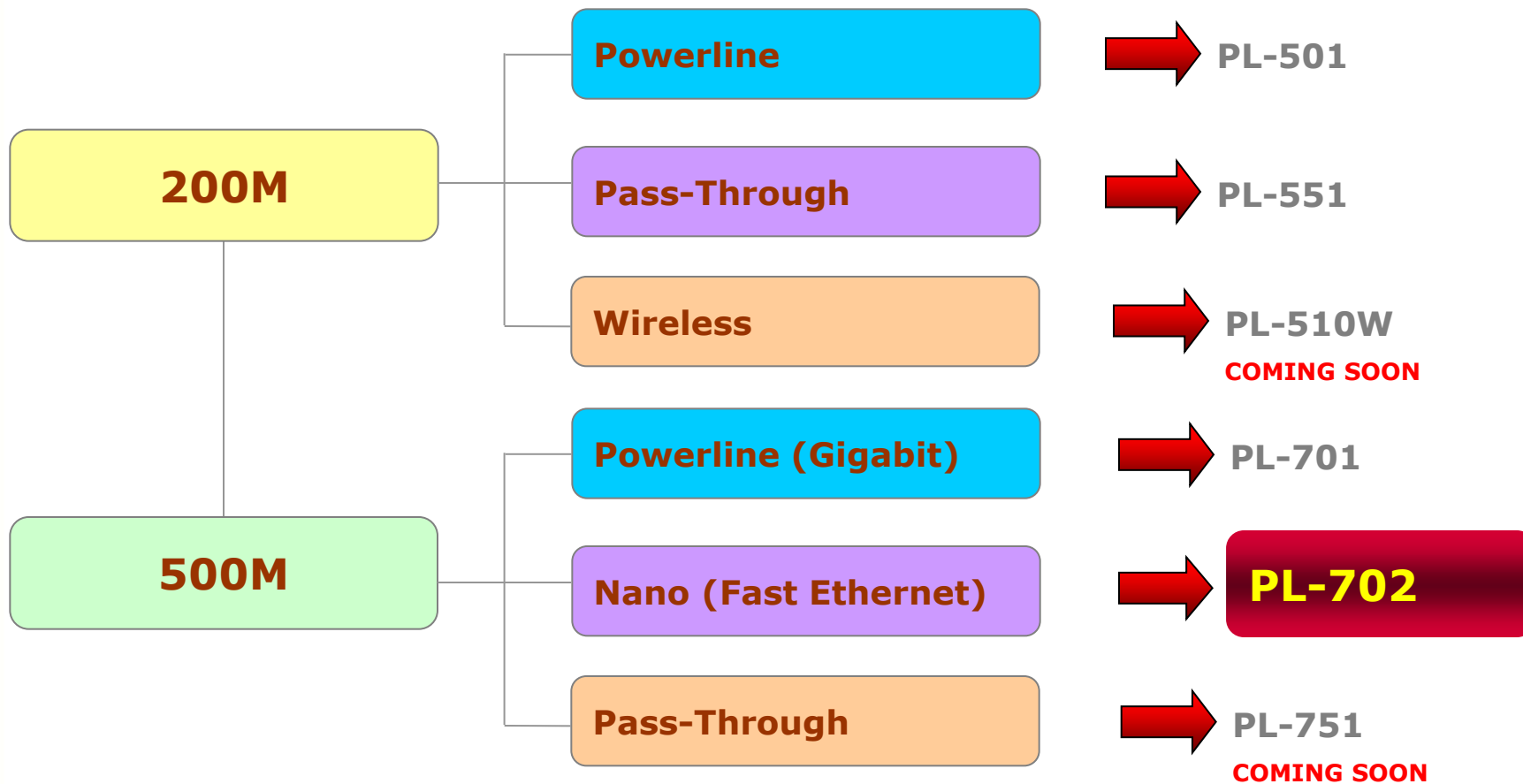
- ◆ **Product Overview**
- ◆ **Product Benefits**
- ◆ **Product Features**
- ◆ **Applications**
- ◆ **Comparison**



Powerline Communication
500M Nano Powerline Ethernet Bridge
▶▶ PL-702

Product Overview

◆ HomePlug AV Powerline Product Classification

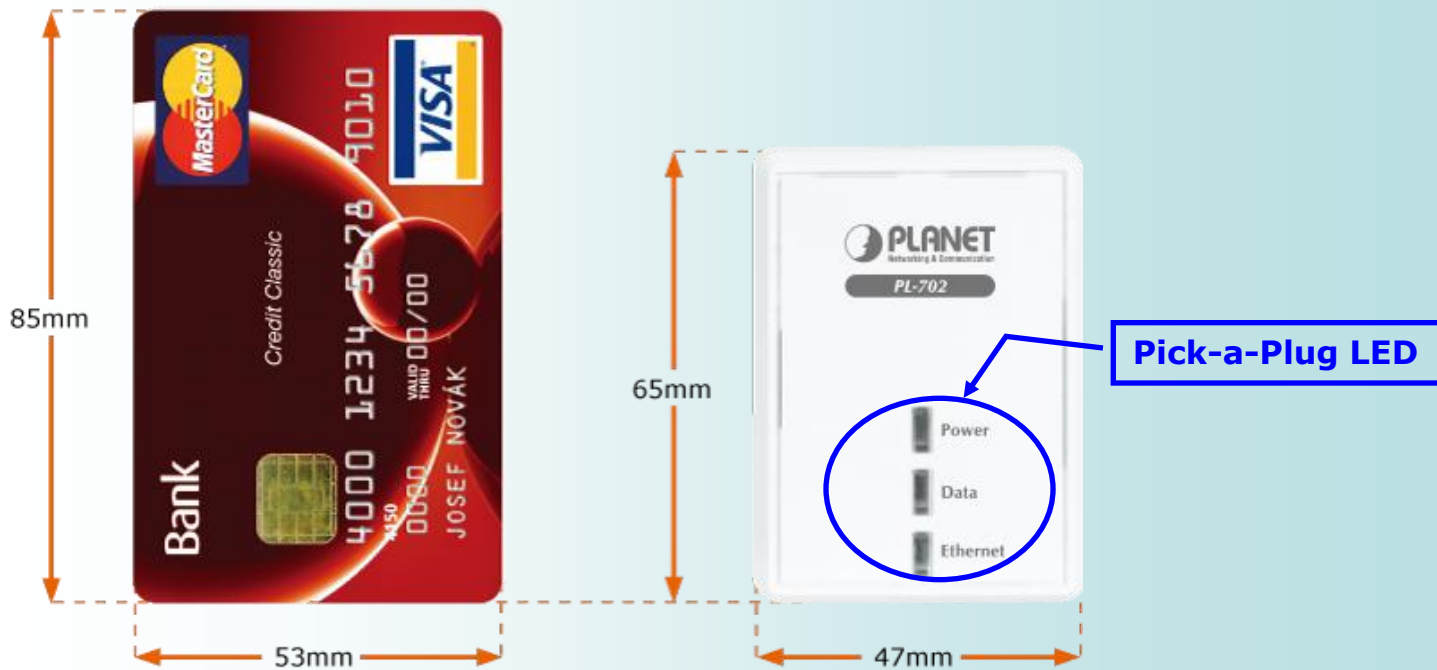


Product Overview



◆ Front Panel

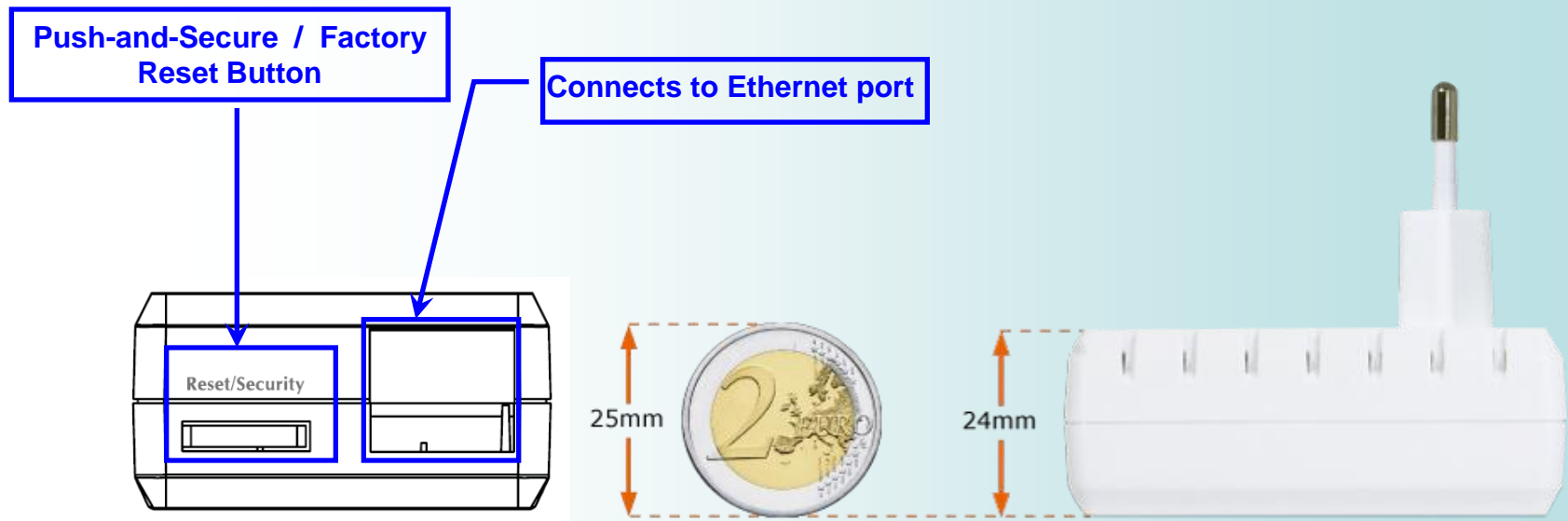
- ✓ Dimensions: 65 x 47 x 24 (W x D x H)
- ✓ Weight: 57g



Product Overview

◆ Rear Panel

- ✓ Power rating: 100~240 VAC, 50/60Hz



Product Features

◆ IEEE Compliant HomePlug AV & LAN

- ✓ Designed for high-definition multimedia streaming
- ✓ Data rate up to **500Mbps** and distance up to **300 Meters** over existing electrical wiring
- ✓ IEEE 802.3, IEEE 802.3u, IEEE 1901 and **HomePlug AV** standard compliant
- ✓ **Backwards compatible** with HomePlug AV (**200Mbps**) including PLANET Powerline products
- ✓ Equipped with 10/100Mbps RJ-45 Ports for LAN/ WAN, Auto MDI/ MDI-X supported

Secure Network Connection

- ✓ **Plug-and-Play** installation in minutes, converts any power socket into a wired connection point
- ✓ **Simple push-button** setup with sophisticated data encryption, **128-bit AES** encryption for network protection enhancement

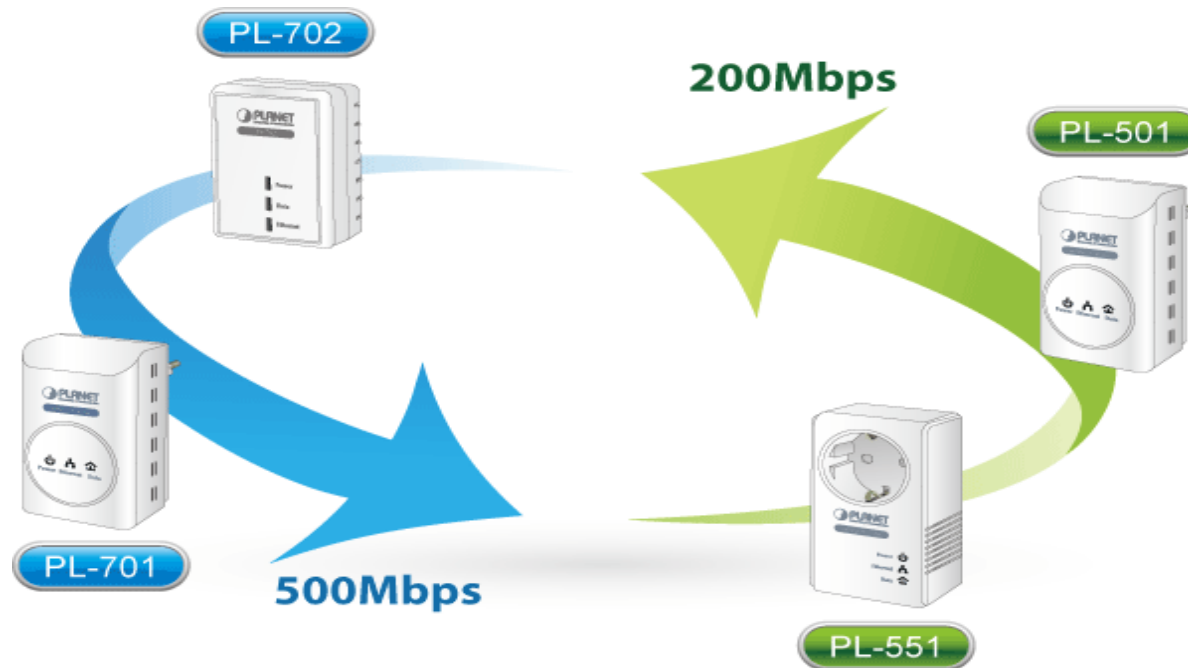
Product Features

- ◆ **Easy Installation & Management**
 - ✓ Creates a high speed network connection throughout your home without the mess of cables
 - ✓ **Easy-to-use utility** for powerline network management
 - ✓ Up to **16** Powerline Network Adapters can communicate on a single network
 - ✓ **Green technology** applied to help conserve energy when no data link is detected
 - ✓ TDMA and priority-based CSMA/CA channel access schemes maximize efficiency and throughput

Product Features

- ◆ **Data Transfer Rate up to 500 Mbps and Distance up to 300 Meters Wiring**

The PL-702 can transmit **multiple HD streams** and even **Full HD movies** to every room, making it a great choice for easily building a multimedia entertainment network.



The PLANET 500M Powerline Series are compatible with the PLANET 200M Powerline Series.

Product Features

- ◆ **Secures the network connection with the touch of a button, no need to remember passwords**

It provides **128-bit AES** encryption for network security and data protection.



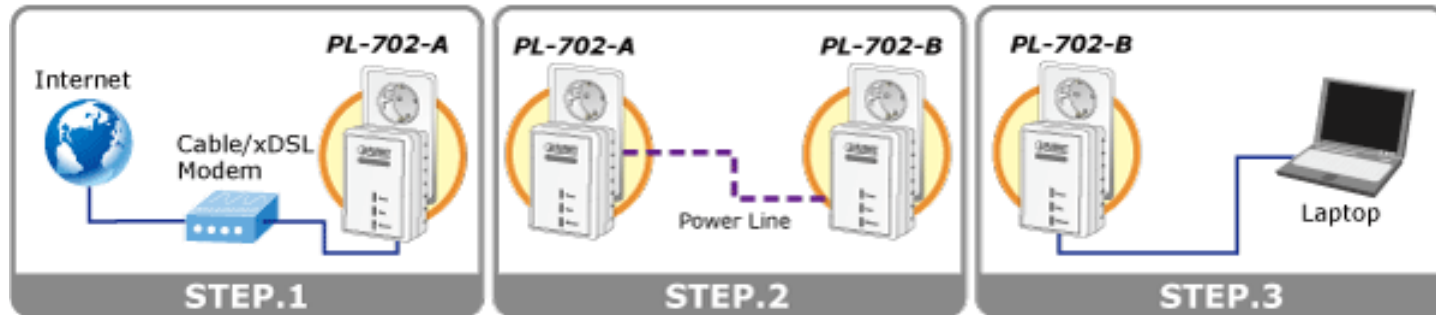
***128-bit AES** Encryption for
Network Security and Data Protection*

Product Features

◆ **Getting started is as easy at 1-2-3**

Users may access to the Internet through the **PC / Laptop** immediately.

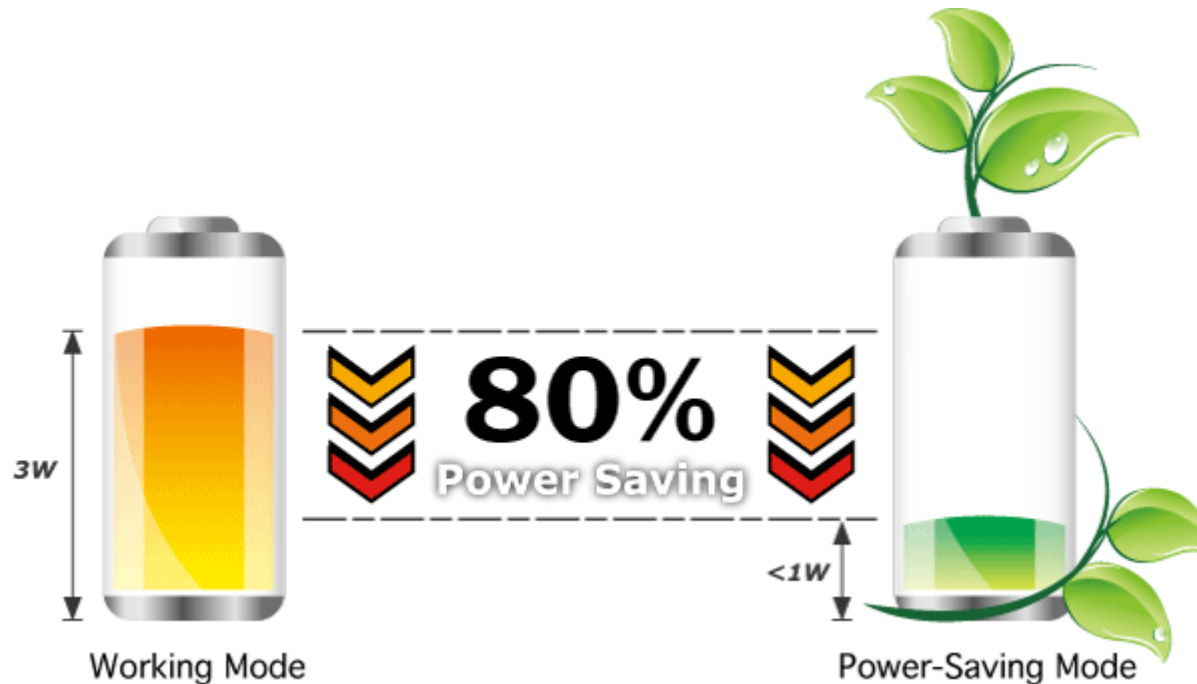
Quick & Easy Connection



Product Features

- ◆ **Reduce Power Consumption Up to 80%**

The PL-702 will automatically switch to the "Power-saving" mode that would reduce energy wasting for over **80%*** when compared to the adapters without this feature.

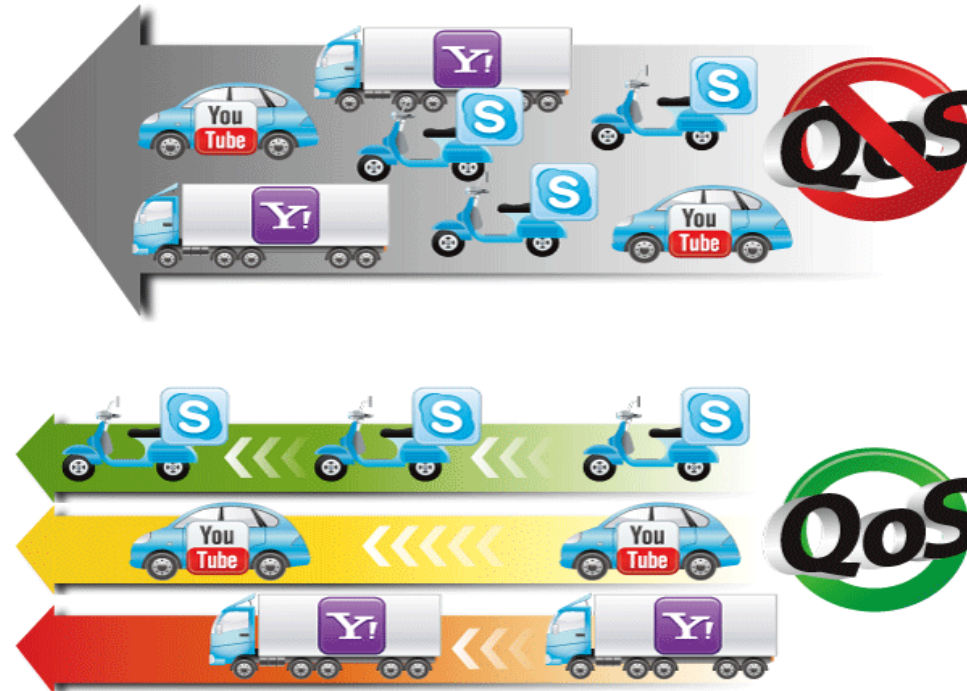


*Actual data will vary depending on the network conditions and environmental factors.

Product Features

- ◆ **Efficient Bandwidth Management by QoS (Quality of Service)**

Quality of Service (QoS) is provided by the PL-702 enabling a network to provide better service to selected network traffic over various technologies.



Quality of Service(QoS)

Ensure the quality of bandwidth sensitive applications

Applications

◆ High-Speed Ethernet Connection via Home's Powerline






PL-702 in Living Room

Connect the second PL-702 unit to the Ethernet-enabled Device anywhere in your home, Such as an Internet-ready HDTV or Set-top box.




PL-702 in Study Room

Connect the first PL-702 unit to your ADSL router.

Comparison - Internal

Feature	Model PL-702 	PL-701 	PL-501v5 
Standard	HomePlug AV IEEE 1901 IEEE 802.3 IEEE 802.3u	HomePlug AV IEEE 1901 IEEE 802.3 IEEE 802.3u IEEE 802.3ab	HomePlug AV IEEE 802.3 IEEE 802.3u
Ports	One RJ-45 port	One RJ-45 port	One RJ-45 port
Speed	UP to 500Mbps	UP to 500Mbps	UP to 200Mbps
Encryption	128-Bit AES	128-Bit AES	128-Bit AES
Energy saving	V	V	V
QoS	V	V	V
IGMP	V	V	V
LEDs	Power, Ethernet, Data	Power, Ethernet, Data	Power, Ethernet, Data
Dimension (W x D x H)	65 x 47 x 24 mm	55 x 90 x 34 mm	55 x 90 x 34 mm
Weight (g)	57g	108g	108g

Comparison - External

Model	PLANET PL-702	NETGEAR XAVB5201	D-Link DHP-309AV
Feature			
Standard	HomePlug AV	HomePlug AV	HomePlug AV
	IEEE 1901 IEEE 802.3 IEEE 802.3u	IEEE 1901 IEEE 802.3 IEEE 802.3u	IEEE 802.3 IEEE 802.3u
Ports	One RJ-45 port	One RJ-45 port	One RJ-45 port
Speed	UP to 500Mbps	UP to 500Mbps	UP to 200Mbps
Encryption	128-Bit AES	128-Bit AES	128-Bit AES
Energy saving	V	V	V
QoS	V	-	-
IGMP	V	V	-
LED	Power, Ethernet, Data	Power, Ethernet, Data	Power, Ethernet, Data
Dimension (W x D x H)	65 x 47 x 24 mm	66.8x 54.9x 33.8 mm	69 x 53 x 25 mm
Weight (g)	57g	82g	104g

Appendix - Sales Target

◆ Target Markets

- ✓ SOHO User
- ✓ Small and medium enterprises solution

◆ Target Customers

- ✓ Who buys Powerline Ethernet Bridge
 - PL-501, PL-701



Appendix

◆ Ordering Information

Model Name	Description
PL-702-EU	500M Nano Powerline Ethernet Bridge (EU type direct-attached)
PL-702-UK	500M Nano Powerline Ethernet Bridge (UK type direct-attached)
PL-702-US	500M Nano Powerline Ethernet Bridge (US type direct-attached)

◆ Related Powerline Ethernet Bridge

Model Name	Description
PL-501-EU	200M Powerline Ethernet Bridge (EU type direct-attached)
PL-551-EU	200M Powerline Pass-Through Adapter (EU type direct-attached)
PL-701-EU	500M Powerline Ethernet Bridge (EU type direct-attached)
NAS-7103	1-Bay SATA NAS Server
NAS-7202	2-Bay SATA NAS Server
NVR-420	4-Ch Network Video Recorder with HDMI
WNAP-C3220	300Mbps 802.11n Wireless Ceiling Mount Range Extender



Appendix

◆ Typical Application - Comparison

	HomePlug AV	WLAN 802.11n	Ethernet
Speed	500Mbps	300Mbps	1000Mbps
Media	Power line	Air	RJ-45 cable
Installation	Very Easy	Easy	Hard
Mobile	Easy (DTV, AP, PC)	Very Easy (NB, iPhone iPad)	Hard
Availability	Power jack in every room	No wire needed	Need new wiring



ACTIVATING IP POWER