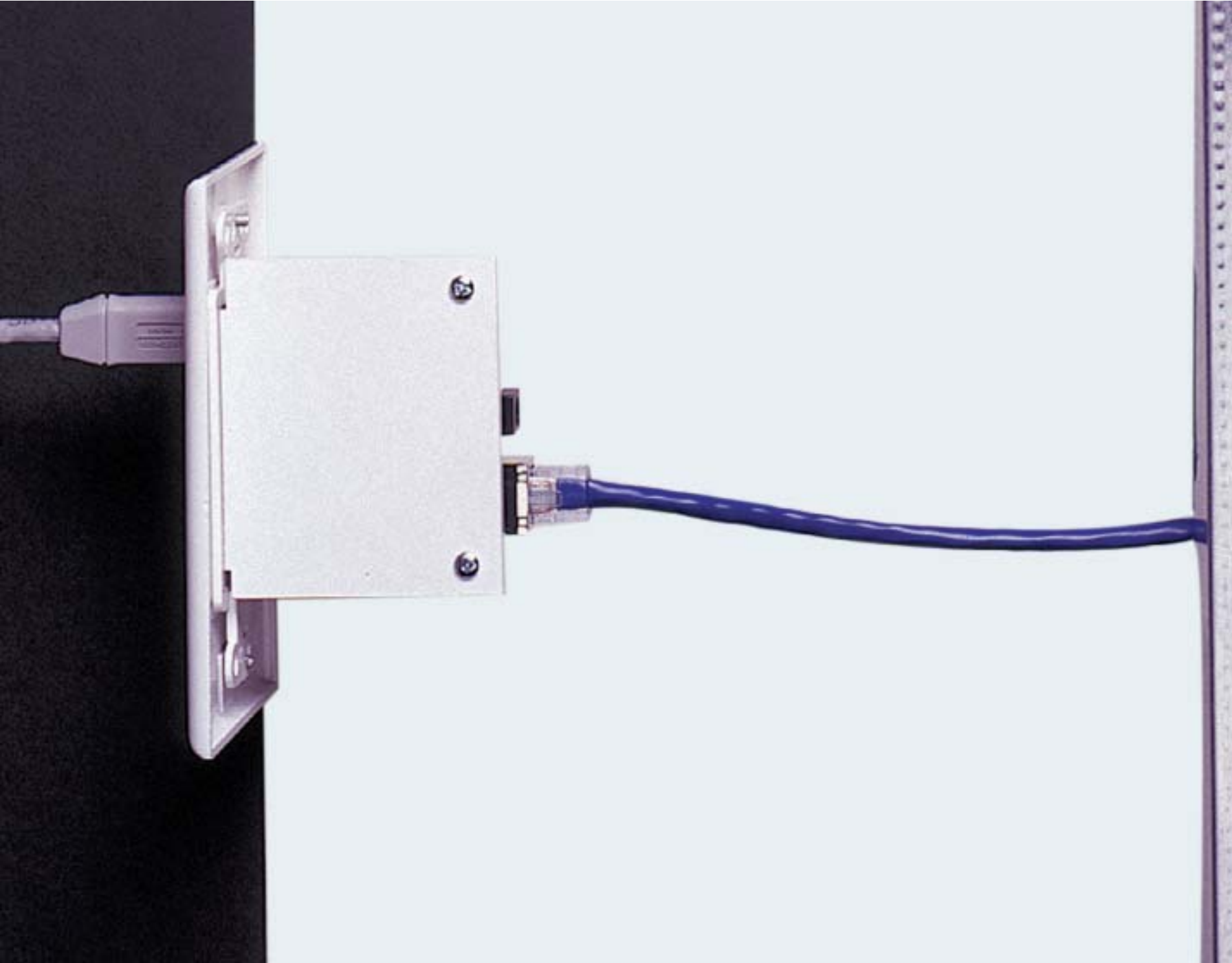




change everything





IEEE 1394 IS THE MOST EXCITING DEVELOPMENT IN HOME ENTERTAINMENT NETWORKING TECHNOLOGY. IT LEVERAGES THE SAME CATEGORY 5 INFRASTRUCTURE FOUND IN MANY OF TODAY'S EXISTING HOMES, AND REQUIRES LITTLE OR NO CHANGE TO THE WAY YOU'RE CURRENTLY INSTALLING RESIDENTIAL CAT5.

without changing **anything**

ONE TECHNOLOGY...ENDLESS POSSIBILITIES

IEEE 1394 creates endless possibilities for sharing high-bandwidth digital content — between components, locations and people. And these endless possibilities mean endless opportunities for installers of residential structured cabling solutions.

Whether they call it FireWire®, i.LINK® or just 1394, consumers want it because it's the fastest, easiest method for connecting consumer electronic devices to distribute and enjoy high-definition digital video and audio.

First created as a high bandwidth, hot-pluggable technology for connecting equipment in a cluster, IEEE 1394 now enables cable runs of up to 100 meters between devices. Called 1394 "b," this latest version is completely backward compatible with existing 1394-enabled home entertainment products — making it the ideal, all-digital, home entertainment network solution.

THE INFRASTRUCTURE REMAINS THE SAME

IEEE 1394 runs over the same Category 5 infrastructure you're installing today, as well as Cat5e, plastic and glass optical fiber and shielded twisted pair cable. It uses the same topology as a standard Ethernet network and cable-runs are terminated using standard RJ45 connectors and standard punch down blocks.

Yet IEEE 1394 provides all the bandwidth needed for digital HD video, multi-channel digital surround sound, broadband Internet and file sharing, plus control signals. It replaces redundant, proprietary infrastructures with a single, easy-to-manage, all-digital backbone.

Installing IEEE 1394 lowers costs

An IEEE 1394 home network can consolidate the functionality of traditional coax, Cat5 and other cabling onto a single Cat5 infrastructure. So you can deliver a complete, cost-effective and more functional solution to more consumers with lower labor costs.

INSTALLING IEEE 1394 PROVIDES HIGHER PROFITS & CONTINUOUS REVENUE

Once you have installed a 1394 home entertainment network in the home, consumers are ready to take advantage of new 1394-enabled systems as they emerge — ensuring new sales opportunities within your existing customer base for years to come.

EASY INSTALLATION AND NETWORKING

An IEEE 1394 wall plate provides a 1394 jack on the consumer-side and an RJ45 jack on the rear. An integrated printed circuit board on the back of the wall plate manages network power and fits in a standard 2-inch deep junction box. You simply terminate the Cat5 cable with an RJ45 connector and plug it into the back of the wall plate unit.



A tech center (shown above) provides centralized access and power to the entire network. With IEEE 1394, all the network intelligence is in the nodes. So there's no need for reconfiguring or powering-off equipment, and no need for a central host computer or controller. Simply connect devices to the network through a 1394 wall jack and they are instantly recognized by, and can share data with other devices on the network.

HIGH BANDWIDTH, HIGH CAPACITY

IEEE 1394 can currently move digital content at speeds up to 100 Mbps over distances of up to 100 meters between devices using Cat5 twisted pair wire.

A single IEEE 1394 bus can accommodate up to 64 devices, far more than will likely be found in a single residence.



THE TECHNOLOGY OF THE FUTURE THAT'S HERE TODAY

IEEE 1394 is capable of transporting hundreds of protocols and data types, including IP. This means that homes with an IEEE 1394 infrastructure will be ready for the future with the capacity and capabilities to support the endless possibilities of new and unforeseen systems and applications.

Most high-end consumer electronic and computing devices manufactured in the last few years have one or more IEEE 1394 ports. IEEE 1394 is the replacement for older analog and digital interfaces because it is so easy to use, offers such high bandwidth, and delivers a very robust control interface.

Last year, the Federal Communications Commission declared that by July 2007 all TV sets with screen sizes of 13 inches and above must have built-in high-definition digital tuners. In addition, the National Cable and Telecommunications Association (NCTA) and the Consumer Electronics Association (CEA) agreed to mandate 1394 as one of the two digital interfaces between digital cable set-top boxes and digital televisions. These decisions ensure that the way video is distributed between devices and around the home will be IEEE 1394.



CONSUMERS WANT SIMPLICITY & CONTROL

Many of today's home entertainment consumers are frustrated. They have shelves cluttered with gear, dozens of tangled cords, special furniture taking up too much space and too many equipment interfaces. They also lack a simple, digital method for piping HD video and multi-channel surround sound to locations beyond the entertainment center. IEEE 1394 is the solution.

1394 delivers high definition, all-digital, plug-and-enjoy entertainment to the entire home. Consumer content devices that once had to be clustered within a few feet of each other can now be rooms apart. A/V receivers, set-top boxes, CD/DVD players, Digital VCRs — even computers — can now be distributed in convenient locations or housed in a rack unit in an out-of-the-way equipment closet.



SUPPORTS LEGACY DEVICES

Products without an IEEE 1394 port can run over the 1394 digital network through an IEEE 1394 analog-to-digital converter. Converters provide A/D and D/A conversion and can control legacy devices through their existing IR interfaces.

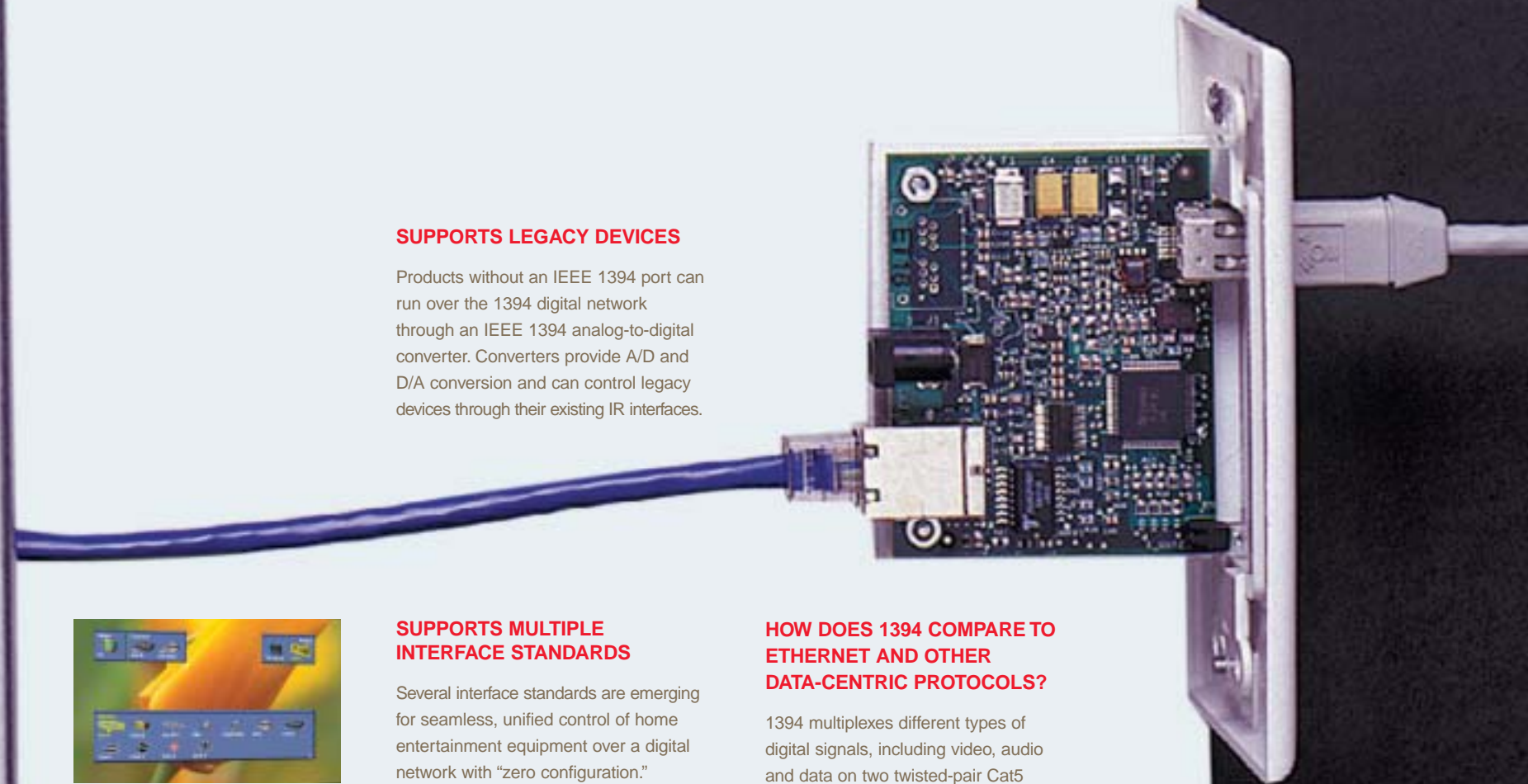


SUPPORTS MULTIPLE INTERFACE STANDARDS

Several interface standards are emerging for seamless, unified control of home entertainment equipment over a digital network with "zero configuration." These standards include the Home Audio Video Interface (HAVi), Universal Plug and Play (UPnP) and others. IEEE 1394 accommodates all of these to enable sophisticated, programmable, yet standardized control of A/V and other network-attached equipment — independent of vendor or brand.

HOW DOES 1394 COMPARE TO ETHERNET AND OTHER DATA-CENTRIC PROTOCOLS?

1394 multiplexes different types of digital signals, including video, audio and data on two twisted-pair Cat5 conductors. This ability to easily multiplex or combine different signal types, including IP, distinguishes 1394 from other systems that transmit only a single signal type, such as Ethernet.



IEEE 1394 TRADE ASSOCIATION

The 1394 Trade Association was formed in 1994 to facilitate adoption of IEEE 1394 by manufacturers of consumer electronics, personal computers, automobiles and industrial applications.

The 1394 Trade Association is comprised of more than 130 member companies of every size in every sector of the electronics industry. Member companies actively design 1394-based products and systems.

To find out more about IEEE 1394 and existing products and applications, contact us at 817.416.2200 or visit us at www.1394ta.org

IEEE 1394 TECHNOLOGY

IEEE 1394 is designed for digital, time-based video and audio content from the ground up but also accommodates asynchronous data traffic. This combination, along with 1394's tremendous bandwidth capacity — currently a true 100 Mbps for content payload over Cat5e — makes IEEE 1394 the ideal technology for today's converged computer and home entertainment applications.

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