Press Release
For Immediate Release

Firecomms OptoLock® Featured at International Conference Highlighting POF Innovation

Cork, Ireland—September 9, 2009—Firecomms Ltd., a leading developer of high speed Plastic Optical Fiber (POF) transceivers and Surface Emitting Lasers (VCSELs), today announces that its OptoLock® Plastic Optical Fiber transceiver will be featured at *The 18th International Conference on POF Fibers* in Sydney, Australia on September 9-11.

The 18th International Conference on POF Fibers, which emphasizes the latest developments in research and innovation, brings together academic researchers from every major research lab worldwide with interest in POF technology and its application. Australia-based DiMoto, a leading developer of Ethernet over Plastic Optical Fiber networking solutions, will feature its OptoLock-based products on a booth at the prestigious conference.

Says Niall Keegan, Firecomms' general manager, Asia Pacific, "Of particular interest at the conference, Angelantonio Gnazzo of Telecom Italia Laboratories and Michael Stevens of DiMoto will give talks about about the latest developments in POF home networks for FTTH installations and in networking products utilizing Firecomms' innovative OptoLock POF transceivers." Additional information about this conference is available at *pof2009.mtci.com.au.*

OptoLock, a widely deployed plugless interface for Plastic Optical Fiber, enables a simple to use Fiber Optic link in consumer applications. Ideal for 100 Mb Ethernet applications with stringent quality of service requirements such as IPTV gateways, Set-Top Boxes, and Residential Gateway, OptoLock significantly quickens and simplifies the connection of devices in communications and infotainment networks. The innovative design of OptoLock enables the fiber to be cut and terminated to the exact required length on site, allowing even the most novice consumer to quickly and easily terminate bare optical fiber.

Firecomms leads the development of devices to drive POF, a low-cost optical alternative to copper cabling. Due to its ease of use, large core tolerances, and low costs, POF is enjoying significant growth in a wide range

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of applications. Created for consumer, industrial, and automotive applications in which plastic fiber can be used more easily and at lower cost than copper or glass fiber, POF is now used in millions of small area networks, such as those in use in many car models, and is rapidly gaining ground in home network and point-to-point interconnection. According to market research by Information Gatekeepers, the POF market is estimated to be worth over $1 billion per year by the end of 2009.

About Firecomms Ltd.

Firecomms, a semiconductor company, develops high-speed optical components that drive IPTV home networks and in-car multimedia entertainment systems. The company's revolutionary OptoLock® technology, licensed worldwide, has created the ability to bring fiber into every home in the world.

Firecomms is headquartered in Cork, Ireland and has facilities in Japan and the USA. Additional information about the company can be found on its web site at *www.firecomms.com*.

OptoLock is a registered trademark of Firecomms Ltd.

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