



## Press Release

For Immediate Release

### **Firecomms Joins New China POF Industry Alliance to Showcase POF at Expo Comm China 2011**

#### ***OptoLock is the de-facto standard for Optical Ethernet POF networks***

**Cork, Ireland—September 22, 2011—** Firecomms Ltd., a leading developer of high speed Plastic Optical Fiber (POF) transceivers for consumer, enterprise, and industrial applications, today announces that it will demonstrate its POF-enabled networking solutions on the inaugural exhibition of the newly formed China POF Industry Alliance (CPIA). Established to promote the use of Plastic Optical Fiber in the Chinese home, enterprise, and hospitality networking market, CPIA will promote POF on its first stand at the upcoming Expo Comm China 2011.

“The Chinese market has the world’s largest potential for POF in home networking applications,” says Firecomms Vice-President of Sales and Marketing, Hugh Hennessy. “With the POF industry adopting Firecomms’ innovative *OptoLock*® technology as the de-facto standard for Optical Ethernet POF networks, we are delighted to partner with CPIA members in showcasing the depth and breadth of POF networking solutions.”

As various provincial governments in Mainland China have identified Plastic Optical Fiber as a major construction focus across the country, China is the world’s largest marketplace for POF technology. Delivering this infrastructure with copper cables would result in over one million tons of CO2 emissions for China and would be impossible to implement as the demand for copper would far outweigh the world’s supply.

Other members of the China POF Industry Alliance include Dongguan COMOSS Dongguan IPT POF-Link, Jiangxi Dasheng Plastic Optical Fiber, Haitong Rongsheng Technology, ZJF and ZJY.

Expo Comm China 2011 will be held at the China International Exhibition Center Beijing, China on September 26-30. Firecomms will participate in the exhibition as a member of the China POF Industry Alliance, stand #4040.

**About Firecomms, a ZJF Company**

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

Firecomms, a ZJF company, 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 <http://www.firecomms.com>.

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