

## **Firecomms OptoLock® Technology Employed in Sanwa Supply POF Kit**

**Cork, Ireland—November 19, 2009**—Firecomms is very pleased to announce that its Fiber Optic Transceiver technology, known as OptoLock®, has been employed by Sanwa Supply in the release of a new Plastic Optical Fiber kit for the Japanese market. A major supplier of computer peripherals and network equipment in Japan, Sanwa Supply will offer the new POF kit in PC and network retail shops throughout Japan, and at its on-line shop at [www.sanwa.co.jp](http://www.sanwa.co.jp).

"Firecomm's OptoLock technology, which is employed in this kit from Sanwa Supply, enables users to quickly, simply and reliably connect their broadband devices within the home and office environments," says Niall Keegan, Firecomms general manager, Asia Pacific. "This POF kit will let consumers enjoy the benefits of optical fiber straight out of the box."

OptoLock, a widely deployed plugless interface for Plastic Optical Fiber (POF), 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, Residential Gateways and ONTs (Optical Networking Terminals), 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.

"Sanwa Supply is very pleased to offer this new POF kit to our customers in Japan," says Hiroyuki Hayashi, Sanwa Supply's general manager of R&D. "With the increase in home and office devices requiring reliable, easy to connect, high-speed networks which are both immune to noise and aesthetically pleasing, we believe this kit will be a popular item among our customer base. For customers who require high-quality video distribution in their networks, POF is the ideal choice."

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 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

## **Firecomms OptoLock in Sanwa Supply POF Kit**

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](http://www.firecomms.com).

### **About Sanwa Supply Inc.**

Founded in 1951, Sanwa Supply Inc. is a major supplier of computer peripherals and network equipment in Japan. The company's offices in Tokyo, Nagoya, Osaka, Fukuoka and Sapporo and logistics centers in Okayama and Tokyo support the sales of Sanwa's products through PC and network retail shops throughout Japan. Customers also can purchase Sanwa products at its on-line shop at [www.sanwa.co.jp](http://www.sanwa.co.jp).

Additional information about Sanwa Supply Inc., which has headquarters in Okayama, is available at [www.sanwa.co.jp](http://www.sanwa.co.jp).

OptoLock is a registered trademark of Firecomms Ltd.

###

### **Further Information:**

Niall Keegan

Firecomms Ltd.

Tel. +81-45-514-9139

[nkeegan@firecomms.com](mailto:nkeegan@firecomms.com)

Sanwa Sales Division

Tel. +81 86 223 3311

Fax +81 86 223 5123

[e\\_sales@sanwa.co.jp](mailto:e_sales@sanwa.co.jp)

**Firecomms OptoLock in Sanwa Supply POF Kit**