



AI Rostamani Communications Launches Aztech's HomePlug Range

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The HomePlug devices transform the in-house power circuit into a high-speed wireless broadband and network backbone; ARC also looks to recruit IT dealers and resellers in UAE to promote the HomePlug range.

PR9.NET November 26, 2006 - Dubai, United Arab Emirates: AI Rostamani Communications LLC (ARC), the leading UAE-based Information Technology and Telecommunications Company, today launched Aztech's HomePlug range of products, which includes the HL100E 14Mbps HomePlug Ethernet Adaptor, the HL105E 85Mbps HomePlug Turbo Ethernet Adaptor and the HL105EW 85Mbps HomePlug Wireless Extender, in the UAE. The Aztech HomePlug range is currently selling in more than 20 countries across the globe and is very popular with internet users as it is as easy to use as plug-and-play. The company is also looking to partner with IT dealers and resellers in the UAE, who will work closely with ARC to help promote the HomePlug adapter range to customers.

Speaking on the launch, Mr. Mohammed Sajid Ali, Divisional Manager, AI Rostamani Communications, said, "Aztech is a global leader in voice and data communications. We are launching Aztech's HomePlug range for the first time in the UAE. The HomePlug adapter makes broadband internet access as simple as plug-and-play. The user has to simply connect the cable or ADSL modem to one of the adapters and the other to any electrical socket in the house. The HomePlug adapters transform the in-house power circuit into a high-speed wireless broadband and network backbone."

"There is a huge potential for the HomePlug range in the UAE. We are looking to partner with some result-oriented resellers and IT dealers in the UAE, who will work closely with ARC to promote the entire Aztech HomePlug range. We will in turn offer them full marketing and technical support and great incentives on performance. Our main focus is to make the products easily available to our customers," Mr. Ali added.

Aztech is the world leader in HomePlug standards-based powerline communications (PLC) integrated circuits. The Aztech HL100E Homeplug Ethernet Adaptor is based on Intellon's advanced INT52MX SIMPLE PowerPacket Module, which is HomePlug 1.0 compliant and provides data transfer rates of up to 14Mbps. The AutoMDI/MDIX functionality of the HL100E also simplifies and ensures a hassle free installation.

The HL105E meanwhile supports a data transfer rate of 85Mbps and is targeted at residential users. The device's built-in Quality of Service (QOS) features provides the necessary bandwidth for multimedia payloads including TV over IP (IPTV), higher data rate broadband sharing, online-gaming, VoIP calls, extending wireless LANs coverage, audio-video transmission across the network as well as network camera connectivity.

The new Aztech HL105EW is a HomePlug with support for 802.11G, which uses Intellon's 85-Mbps Turbo and Infineon's Wireless LAN that transforms your in-house power circuit into networking infrastructure and a WLAN connection. The device transforms in-house power circuit to extend the Wireless LAN coverage. It resolves common issues such as blind spots and thick walls, which are faced by many WLAN users. When used in conjunction with another connected HomePlug 85Mbps Ethernet Adaptor that is linked to the ADSL or Cable Modem, it enables home/SOHO users to conveniently position the HomePlug Wireless LAN Extender at the most appropriate location in the premises. The device is ideal for those looking at extending the wireless signal coverage for internet access, or make an internal network.

The HL105EW allows users to surf the internet and share data at up to 54-Mbps in any outdoor environment and rest assured with the best security from eavesdroppers through encryption on the power circuit and WLAN. It provides tight security features such as 56bit DES encryption on the power circuit and 64/128 Bit WEP and WPA Encryption on WLAN. Aztech's HL105EW HomePlug 85-Mbps Wireless LAN Extender is easy to install and use. Just plug it into the power socket and the wireless settings are easily configured using the supplied installation wizard.

The HomePlug technology includes several advantages. The technology overcomes issues associated with thick walls or blind spots for consistent broadband connectivity in offices or homes. It is also an ideal solution for transfer of data from internet-based station to IPTV set-up boxes or internet-enabled gaming consoles in homes. It also removes the hassle of rewiring cables in any environment by utilizing existing power network and since it is fully portable, it can be used by users such as business travelers, in any environment.

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About AI Rostamani Communications

AI Rostamani Communications LLC (ARC), a part of the leading business conglomerate – The AI Rostamani Group, represents world leaders in the Telecommunications and Information Technology arena. ARC has regional and national distributorships for renowned organizations. Some of the organizations that ARC represents are Ascade, Aztech, Clipsal, Juniper, Lucent Technologies, McAfee, NEC, Real Networks & Spirent Communications to name a few.

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