

Come and visit world first **broadband integration system** [□] demo for digital home network implementation at the POFTO booth (LVCC South Hall 3&4 #20316). International Plastic Optical Fiber Trade Organization (IPOFTO) sponsors and features systems and solutions based on super high-speed plastic (or polymer) optical fiber as opposed to glass (silica) optical fiber. POFTO proudly presents POF solutions and applications of two member companies, Sejong Network Technologies (Sejong NT, www.sejongnt.com) of Korea and X.

Homes of this Internet age are changing with what's going on the techno-cultural fronts. Today's "digital lifestyle" calls for the futuristic digital environment in which consumers at home could ubiquitously receive the Home Digital Service (HDS) offerings via a wired or wireless home network. The HDS will enable the "smart digital home of the future"- (see box for details).

Smart Digital Home of the Future for Digital Lifestyle

The HDS is bound to support for four 'Ideal Home' metaphors, which represent the four-letter **SEER** digital lifestyle of the future. S stands for 'Safe Home' (for privacy protection, anti-theft, and fire prevention through the instant access to a safe personal information management system), the first E for 'Extensional Home' (for service such as Distant Learning and Remote Diagnosis), the second E for 'Efficient Home' (for services such as Home Shopping, Home Banking, and energy management including electricity and gas), and R for 'Recreational Home' (for Interactive DTV, VOD, and Online Games).

Come and see realworld demonstration of "Recreational" digital lifestyle at home. SejongNT will show live capture of CATV broadcasting signals via a gigabit data rate plastic optical fiber home infrastructure that connects transmission centrex (service provider) to distribution home gateway (home subscriber). SejongNT's **broadband integration system** [□] is designed to handle multi-source signals from CATV and Satellite broadcasting, Internet, and plain voice data.

Don't miss the opportunity for observing **broadband integration system** [□] in action (see diagram below). SejongNT representatives will demonstrate three home network products: (1) *Lucina*TM plastic optical fiber, (2) *GigaBox-10P*TM for individual home or residential gateways and (3) *Central Transmission System*TM (CTS) for the central hubs. Imagine that your family can individually enjoy what they like to view at the comfort of their own privacy and their own room.

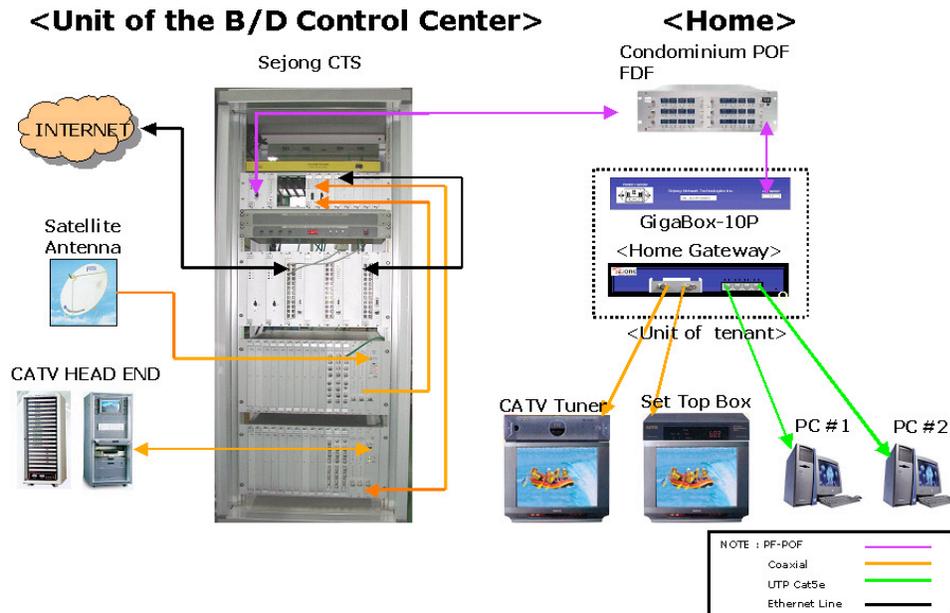
Technically, *Lucina*TM is a graded-index, perfluorinated plastic optical fiber (GI/PF-POF). The fiber is characterized by attenuation of 10-50dB/km, wavelength range of 850nm-1300nm, and bandwidth of 5Ghz/km (11Gbps over 100m and 2.5Gbps over 550m distance). The Lucina cable is as flexible as UTP copper wire and is compatible with popular connectors such as SC, LC, and MT-RJ. Because of its easiness to handle and high data rate bandwidth capacity, Lucina POF can be used for any cabling applications for Gigabit Ethernet LAN, Fiber Channel Storage Area Network (SAN), and Digital Home Network. *Lucina*TM is a trademark of Asahi Glass Co.

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Technically, GigaBox™ is a home gateway that separates and routes different types of digital data to individual electronic devices at home. It is equipped with 6 ports, four of which are assigned for Ethernet data routing and transmission at Gigabit data rate. The two remaining ports include one port for CATV signal and the other for Satellite TV signal processing and transmission.

Technically, SejongCTS™ is a broadband integration and transmission router that receives and distributes broadcasting and telecommunication data sources to individual homes via Sejong's home gateway device. The CTS would be installed at the apartment complex that receives CATV, Satellite Broadcasting, Internet, and plain old telephone voice data. Multi-mode GI/PF POF Lucina cables connects the transmission link between the CTS and home gateways. SejongCTS™ can support about 100 subscribing homes.

FTTH by PF-POF System



□ integration of broadcasting (cable TV or satellite) with telecommunication (Internet and voice-telephone).