

Easier & Less Expensive IPTV Deployments

New G.hn Powerline is Self-Installable.

COMTREND

CASE STUDY



OVERVIEW

Horizon Telcom needed a faster method to deploy stable IPTV through residential homes.

REQUIREMENTS

Speed, stability, and minimal troubleshooting were key priorities. Daily installs needed to double or triple to meet schedule requirements.

SOLUTION



G.hn Powerline Adapters

- o PG-9172

Two units are required to create a connection.

- The first unit is used as backhaul, placed in an outlet near the router and connected to it via Ethernet cable.
- The second unit is placed in the outlet nearest to the Set-Top-Box and then connected to it via Ethernet cable.
- Additional PG-9172 (up to 16 per network) can be deployed.



Background

Horizon Telcom has been providing telecommunications services to Southern Ohio for 120 years. Founded in 1895, Horizon has expanded to deliver voice, video, security, and broadband services to businesses and residential customers.

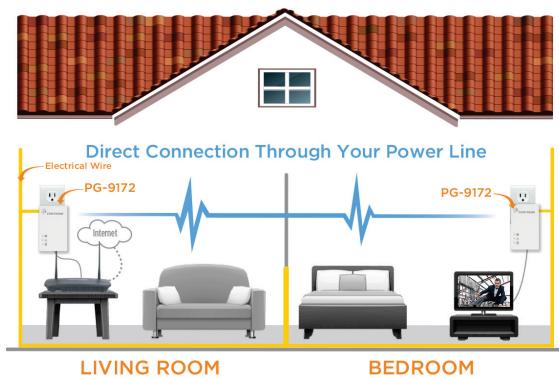
CHALLENGE

Horizon was seeking to find a way to increase their number of IPTV deployments. Their current option of running CAT5e/6 Ethernet cable throughout the home to connect to the Set-Top-Box was causing a bottleneck due to the time that was involved. Wireless was a viable option, but was not as intuitive of a solution and could require troubleshooting for the customer. They needed a simplified solution that could reduce their CapEx and OpEx.

SOLUTION & BENEFITS

Horizon now uses Comtrend's PG-9172 Powerline Adapters to increase the amount of IPTV deployments possible per day. The PG-9172 uses existing electrical wiring to allow for an Ethernet connection anywhere an outlet is located.

- In the past twelve months **Horizon has deployed Comtrend's G.hn Powerline in 1,500 homes**, making it their primary solution for IPTV.
- Horizon has saved time and money by significantly reducing the need to run Ethernet cable. Deployments can now be completed in minutes instead of hours.
- Misty Tuttle from Horizon, stated that deployments are now **fast and simple**.



Easy In-Home Video

Using new G.hn Powerline is nearly effortless.

CASE STUDY



UNIT DEPLOYED



PG-9172
G.hn Powerline Adapter

- Gigabit Ethernet Port
- 1200Mbps
- MIMO
- LDPC/FEC Technology
- TR-069-Support

Adding a Wireless option is easy. Simply plug in the PG-9171n.



PG-9171n
G.hn Powerline Adapter
with WiFi N

Adding PoE (Power Over Ethernet) is also easy. Simply plug in the PG-9172PoE.



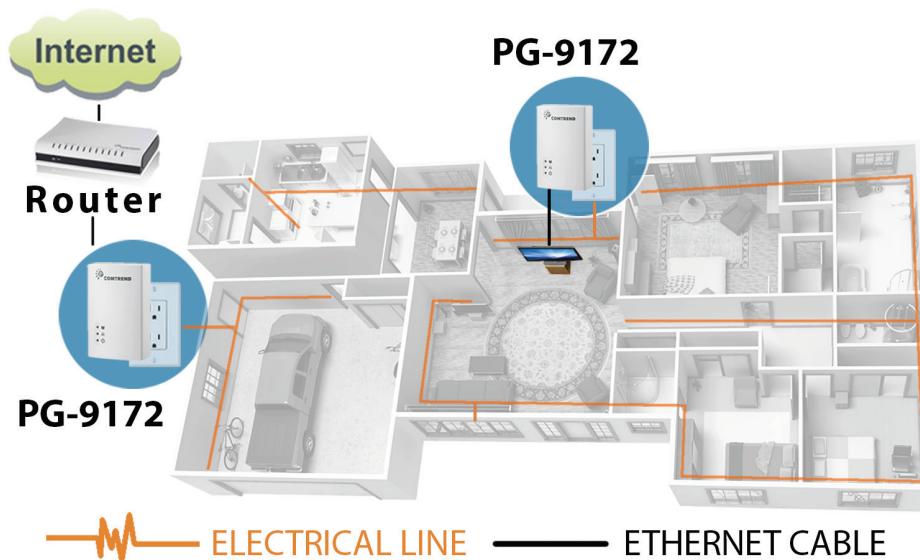
PG-9172PoE
G.hn Powerline Adapter
with PoE

"We needed a way to **speed up our IPTV deployments**. Comtrend's PG-9172 Powerline Adapters accomplished that and so much more. We simply plug them in and **they just work**. Unlike Wireless, the PG-9172 can power cycle and resume working without customer involvement. They are now our primary, **go-to solution for distributing video**."

Misty Tuttle

Horizon Telcom | Sales & Marketing Manager

Home Deployment Scenario



CONCLUSION

Horizon now has an affordable and simplified way to extend Internet access without having to run cable throughout the home. Since Comtrend's G.hn Powerline use the existing electrical lines, Horizon does not have to install any additional wiring. Bottom line, compared to Wireless, connecting via Powerline offers superior *stability and security*.

**THE NEW FACE OF
WIRED NETWORKING**