



INTELLIGENT HOME GATEWAY KEY TO SERVICE ASSURANCE - THE HGI MESSAGE AT BROADBAND WORLD FORUM EUROPE 2008

29th September, 2008 - At this week's Broadband World Forum Europe 2008, the Home Gateway Initiative (HGI) will advise the telecom industry that the Intelligent Home Gateway is the critical device for delivering service assurance in the home network.

Based on service provider-led use cases, Duncan Bees - Chief Technology Officer for the HGI - will present on the broadband service assurance goals, the HGI specifications designed towards achieving these, and the ultimate operator benefits for delivering true service assurance.

“Service assurance is key to the significant uptake of high-revenue and quality-demanding offerings like IPTV, and the intelligent Home Gateway is a crucial device in achieving this,” said Mr. Bees. “Only when an Intelligent Home Gateway - more than a router - is in place can service providers feel confident in the delivery of managed and un-managed services, and see significant revenue growth from the home network.

“The HGI is working towards making service assurance and service provider requirements a reality by defining solutions based on existing technologies, and providing expert input to standardization bodies based on service provider-led use cases.”

At Broadband World Forum Europe 2008, Duncan Bees will be taking part in the panel *Service Assurance in the Home Network the end-to-end service view and its most critical component*, on Wednesday 1st October at 9.00am, where he will

outline the HGI specifications and service provider use cases on delivering on service assurance via the Home Gateway.

Corrado Rocca, Member of the Board of Directors and Chairman of the Marketing Committee for the Home Gateway Initiative, and Senior Vice President for Product Marketing and Development at Pirelli Broadband Solutions, will also be presenting during the event, taking part in the panel *Standardization Key to Broadband Success*, on Wednesday 1st October.

The HGI was founded and launched by nine telecom operators (Belgacom, BT, Deutsche Telekom, France Telecom, KPN, TeliaSonera, NTT, Telefonica and Telecom Italia) in 2004, and now has members from five continents, representing the entire spectrum of actors in the broadband home arena. The main tasks of the HGI are to establish home gateway-related technical and interoperability specifications and provide input to standardisation bodies.

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For further information, please visit www.homegatewayinitiative.org or email contact@homegatewayinitiative.org.

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