

# Ethernet Standard Leads to Explosion of New Devices

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Igal Rotem, CEO of PowerDsine, claims that the Power over Ethernet standard, IEEE802.3af, which was ratified in June 2003, has led to an explosion of new devices and installations for enterprise and home uses.

PowerDsine is the leader in Power over Ethernet technology, which allows power and data to be delivered over the Ethernet. The company, which spearheaded the ratification of the recently ratified Ethernet standard, has led to a revolution in the way electrical equipment is powered and developers are frantically working to reduce the power consumption of new products.

CEO of PowerDsine, Igal Rotem, said: "Over the last few months there has been an enormous increase in the number and types of products that are compatible and capable of interoperating with Power over Ethernet technology. A majority of terminals are still VoIP telephones, wireless and bluetooth access points and web cameras, but we are also starting to see new products, such as computers, lighting and door access controllers.

"There is a wave of Power over Ethernet adoption for the enterprise, but we expect to see a second wave of adoption in the near future from home networking markets. The Ethernet holds the promise to run a whole host of other devices, as consumer electronics companies and computer manufacturers work to adopt Ethernet to run their devices. Part of that challenge is lowering power consumption, but already that vision is becoming a reality. For instance PC manufacturer, DSP Design, recently launched the first Ethernet-powered computer, the POET 6000.

"In the home Power over Ethernet could revolutionise home entertainment. The first laptop is just around the corner and we could see digital music transfer to the PC or home speakers and the ability to send video recorded on one TV to another in the house. We are also working on incorporating Power over Ethernet technology into standard RJ-45 connectors, which in time will mean that any device you plug into the network will be Power over Ethernet enabled. The implications are huge, with everything from toasters to shavers and laptops being able to power up through Ethernet, providing a whole new power supply alternative to today's AC outlets," Mr Rotem concludes.

If you are interested in discussing the future of Power over Ethernet with Igal, please drop me a line and I will make the necessary arrangements.

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