

The Tinker's Toolbox - Lior Weiss of Celeno on Broadband Home Networking



Hosted by Alix Paultre, the Tinker's Toolbox is the Advantage Design Group's web-based interview show where we talk about the latest technology, components, and design issues for the electronic design engineering community.



In today's podcast we talk to Lior Weiss, Vice President of Marketing of Celeno, about home networks, especially high-bandwidth networking optimized for advanced audio and multimedia management. Celeno is a leading provider of high performance Wi-Fi chips for HD multimedia and entertainment home networking applications. Powered by Celeno's system-on-chip (SoC) and its OptimizAIR technology, home gateways, multi-room DVRs and media servers can distribute multiple and simultaneous HD video streams to standard set-top boxes, PCs, television sets and other Wi-Fi-enabled consumer devices.

[Right-click to download the podcast](#) [1]

Here is a link to the podcast in case the play button is not visible: [Celeno Interview](#) [1]

Here is a presentation on the company's products and vision: [Celeno Presentation](#) [2]

Here is a recent press release from the company:

Bouygues Telecom today announced that its next-generation Bbox will incorporate a concurrent dual band video-grade Wi-Fi module from Celeno. The Celeno module

is powered by its OptimizAIR technology which improves connectivity speed and robustness to set top boxes, tablets, iPads and portable displays to enable Bbox subscribers to consume broadcast video, VoD and DVR content on additional screens anywhere in the home while ensuring a perfect, flicker-free experience of the content.

"This partnership with Celeno confirms our commitment to innovation for the next-generation of Bbox devices, integrating the best technologies the market has to offer and giving our customers a whole new digital experience in the home. Combined with the power of Intel Groveland, Celeno's revolutionary wireless technology will enable our customers to enjoy their HD content on multiple displays, without compromising on image quality and sound. We are also proud to host Celeno within the Bouygues Telecom Initiatives structure and hope to support future developments with them," said Olivier Roussat, CEO of Bouygues Telecom.

"Our collaboration with Bouygues Telecom, a leading player in the French market, is an important one as France is one of Europe's key markets for telecom convergence. We are currently witnessing the convergence of two mega trends; the proliferation of portable display devices and the increased consumption of IP based content and video in the home. With France having such high adoption rates of IPTV and triple-play services, Bouygues Telecom is now able to offer their next-generation Bbox, meeting the need for high-quality wireless home distribution of video, voice and data while maintaining quality of service. We are proud to a part of this offering," says Gilad Rozen, CEO of Celeno.

Celeno's Technology

Celeno's field-proven OptimizAir technology, which builds on and optimizes standards-based 802.11n for HD video streaming, is embedded in the concurrent dual band module and integrated with the Bbox to deliver best-in-class video-over-Wi-Fi performance. The technology combines digital beam forming with channel aware rate selection and TDM scheduled MAC which increases available bandwidth at a longer range and improves signal stability.

About Celeno

Celeno is a leading provider of high performance Wi-Fi chips for HD multimedia and entertainment home networking applications. Powered by Celeno's system-on-chip (SoC) and its OptimizAIR technology, home gateways, multi-room DVRs and media servers can distribute multiple and simultaneous HD video streams to standard set-top boxes, PCs, television sets and other Wi-Fi-enabled consumer devices. Founded in 2005, the company has offices and representatives in EMEA, the U.S. and Asia-Pacific, and is backed by blue-chip investors including Cisco Systems, Greylock Partners, Liberty Global and Pitango Venture Capital. www.celeno.com [3]

About Bouygues Telecom

Created in 1994, Bouygues Telecom has 11,084,000 mobile customers and 808,000 fixed broadband customers. Bouygues Telecom is committed to continually enhancing the customer experience for its mobile and fixed telephone, TV and Internet services. Each day, the company's 9,182 employees develop solutions aligned with changing customer needs and deliver efficient support. After

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pioneering the mobile talk-plan concept in 1996, Bouygues Telecom introduced groundbreaking unlimited call plans with Millennium in 1999 and neo in 2006. Bouygues Telecom acquired its own fixed network in 2008 and became an Internet Service Provider (ISP), launching the Bbox broadband router. In 2009, Bouygues Telecom invented the “all-in-one” solution with ideo, the first quadruple play offer in the market. In 2010, Bouygues Telecom launched Bbox fibre, its very-high-speed offer, and began investing in fibre-to-the-home in high-density areas. Bouygues Telecom's mobile network covers 99% of the population. Its 3G+ network provides mobile Internet access for 84% of the population. Bouygues Telecom is the only operator to be awarded “NF Service Centre de Relation Client” certification from French standards agency AFAQ AFNOR for all its consumer activities (mobile and fixed). The company has also been ranked No. 1 for Customer Relations¹ in the mobile phone sector for the fourth year running. Customer relations centres, a distribution network of 630 Club Bouygues Telecom stores, and a website available 24/7 combine to ensure optimum customer service.

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