

## Finland is going for Powerline

Ascom Powerline signed a Frame Agreement with Adato Energia Oy, in Finland with the target of implementing 3000 lines till end of 2003. Ascom Powerline started first tests with PLC equipment in Finland a few years ago with the support of the local partner Ascom Fintel Oy who acts as an integrator in PLC projects. Ascom Fintel also supports the utilities regarding network engineering and VOIP services. Ascom Powerline is looking forward to realise a successful rollout with the association Adato Energia Oy. Adato is an umbrella organisation of Finnish utilities that provides common services like PLC technology to their members. The following utilities are strongly related to this association.

### Turku Energia:

Turku, the major city in southwestern Finland and the oldest city in Finland is also a PLC stronghold. Turku Energia was the first to launch PLC for consumer market. Pilot network was built in spring 2001 and after one year of intensive testing they decided to choose Ascom as their equipment provider. New areas were added in January 2003. They have been expanding the coverage of PLC ever since and plan to be able to offer services in most high rise areas during next 18 months. According to Marketing



Manager Mr Yrjö Kujala they will build the infrastructure to new areas and then launch a marketing campaign to residents of that area. In July 2003 the total area covered 4000 households with an impressive penetration by minimal marketing efforts so far.

### Kuopio Energia:

Kuopio in the middle of the lake district of eastern Finland has also launched their PLC project. As in Turku there was a test period and during those six months the results were 100% satisfactory. "First users got their adapters in

May 2003 and the service area covers 2000 homes. After summer the coverage will be expanded rapidly to cover 5 000 homes," says Ari Sormunen of Kuopion Energia. As broadband penetration is 10% in Kuopio area there is big potential for PLC. Kuopion Energia will poll residents and focus on those areas where the demand is highest.

### Vantaan Energia:

Also Vantaan Energia in Vantaa, next to Helsinki has started tests in their PLC pilot network. Vantaan Energia was the first member of the association who tested Ascom PLC technology already in 2000. They see PLC as a feasible access solution in high rise areas.

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