



**FOR IMMEDIATE RELEASE**

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**GENERONIX ANNOUNCES *SUREREACH* - AN INNOVATIVE PRODUCT THAT SUPPORTS “LIFE-SAVER” PHONE SERVICE FOR ADVANCED FIBER-TO-THE-HOME NETWORKS**

*Two field trials confirm low cost highly available network line power is the new solution for emergency powering of primary phones for fiber-to-the-home networks*

Rochester, NY (August 25, 2008) – Generonix, a Rochester, a New York based high technology start-up company, announces *SureReach*, a product that provides reliable “life saver” power to fiber-to-the-home (FTTH) Optical Network Terminal (ONT). *SureReach* uses patent pending technology to convert battery backed network line power to 12 or 48 VDC to power ONTs. It is mounted on the side of a house, multi-dwelling unit, or building and eliminates the need for commercial power and local battery backup systems.

“Recent FCC Katrina panel rulings mandate that primary phone service providers have an emergency backup power source for all assets that are normally powered from local AC commercial power.” said Perlis “PJ” Trahan, VP of Engineering at Generonix. “This ‘live-saver’ phone service must survive four to eight hours of utility power outage. Many telecommunications companies deploying FTTH or FTTP networks use some form of premise-based battery, but this is less reliable, more expensive, and puts greater burdens on homeowners to purchase, maintain, replace and dispose of these expensive batteries. *SureReach* uses existing twisted pair copper telephone lines from the central office to provide network line power to the ONT. This power is provided as a local exchange carrier service to the subscriber, is unaffected by commercial power outages, and does not require a battery backup system at the house.”

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**About Generonix Inc.**

Generonix Inc. is a Rochester, NY based telecommunications equipment design and manufacturing company that develops and sells products that provide affordable digital services

by creatively using the existing network infrastructure. Its patented Generonix™ product lines deliver reliable power and high bandwidth advanced DSL or fiber based connectivity for outdoor network deployments, and network line power to homes and offices for FTTH and FTTP networks. For more information, please visit [www.generonix.com](http://www.generonix.com) or [info@generonix.com](mailto:info@generonix.com).

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