

Hypergrowth in VoIP

VoIP, power over Ethernet, and wireless applications are reshaping the look of low-voltage.

According to the recent *Structured Cabling Systems Market: 2007* report published by the market research company FTM Consulting, by 2012 the sales of unshielded twisted-pair (UTP) cabling for VoIP applications will displace LAN networking as the largest UTP application.

FTM Consulting projects VoIP cabling will grow at an average rate of 40.5% over the upcoming five years. VoIP cabling applications are projected to increase from 14.3% share (\$969 million) in 2007 to 33.4% share (\$5.3 billion) by 2012, according to the report, and the growth in VoIP telephony is forecasted to spur the growth in new UTP cabling to support these newer VoIP applications.

"A very big factor is the reduced market for telecom voice due to the growing

popularity of VoIP," said Paul McClusky, industry manager of telecom for Phoenix Contact. "It's really a disruptive technology in the way it's impacting the telecom companies. Even in the industrial environment it makes a lot of sense to have VoIP available."

Despite the explosive growth projected for VoIP products, there are other high-impact VDV technologies—such as power over Ethernet (PoE) and wireless—that are currently poised to alter the typical product mix required by contractors, installers, and system integrators doing VDV installations.

"In the commercial and institutional markets, Ethernet is currently the de facto network standard and it continues to evolve," said Keith Kosanovich, senior product manager of copper systems for

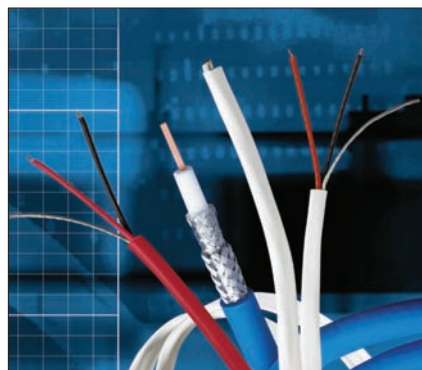
Leviton Voice & Data. He added that Ethernet is now evolving into 10GBase-T cabling systems.

The current percentage of all networking projects that are 10G or Cat 6a is still relatively low—in the single digits—but many people want to install the highest-performing cabling systems available to support their networks. This includes early adopters like higher education and healthcare institutions that want to upgrade their facilities using the latest technologies, noted Kosanovich.

"Because of its higher frequency, Cat 6a is twice as fast as Cat 6, so this will change the product mix entirely—with new cable and new connectivity," explained Kosanovich. "The mix of commercial installations is going to include a growing percentage of Cat 6a systems

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Belden offers a comprehensive line of cabling solutions for a wide range of headend applications. The cables are designed to enable broadcast and CATV service providers to select the product mix required to accommodate more sophisticated offerings such as HDTV, VOD, interactive TV services, VoIP, high-speed data transmission, targeted (zoned) advertising, and personal communications services. Offerings include satellite, RF, SDI, VoIP, digital audio, DS-3 and DS-4, and optical fiber cables.



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Weidmuller offers four secure industrial Ethernet router models: two industrial access routers and two mini routers. The industrial access routers connect industrial Ethernet networks safely and securely to the Internet via an integrated analog or ISDN modem that provides global application options. The mini routers are compact in design and are housed in plastic enclosures that mount onto TS-32/35 DIN-rail. For information circle 232 on card



▲ POE FOR INDUSTRIAL APPS

Plug-and-play midspan Power over Ethernet modules from **Phoenix Contact** make it possible to use the Ethernet to transfer not only data, but also electricity. The FL IF 2PSE-F module, which offers two PoE ports for the modular managed switch, is an endspan device with power sourcing equipment integrated in the switch/hub. Depending on the specific requirements, users can freely combine eight to 24 ports in twisted-pair, PoE, and various glass fiber media. End devices with PoE can be monitored by a higher-level management system that is also capable of turning the devices on and off remotely.

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SELLING SMART

and electrical distributors are going to be faced with a fast-growing increase in requests for Cat 6a bids.”

“Using Ethernet for power delivery is implicating both voice and wireless through WiMAX technology, which is substantially more powerful than Wi-Fi,” explained McClusky. “Ethernet provides bigger implications because it is able to eliminate the costs of additional wireway cabling, support, and installation labor.”

“One major indication that WiMAX has arrived on the scene is the recent announcement by Sprint that the company is committed to building out citywide networks over the next several years,” said McClusky. “This Ethernet-based technology is able to be used for communications in vertical markets such as railroads, commercial harbors, homeland security, power utilities, and large corporate enterprises, and on institutional campuses.”

“We recently launched a plug-and-play midspan PoE power module that is ideal for retrofit installations to connect VoIP, wireless, or IP security cameras into legacy networks,” said Greg Dixon, automation product marketing manager for Phoenix Contact.

“Many existing Ethernet infrastructures are based on switches that aren’t capable of supporting PoE. Midspan power sourcing equipment [PSE] easily adds the capability to support PoE devices, such wireless components and IP cameras, without having to install separate wiring in order to provide the devices with power,” continued Dixon. “Our company is seeing a strong increase in these types of applications every year.”

At the same time, the impacts of VoIP, Ethernet, and wireless technologies in the residential market are radically changing the way homes are wired.

Jon Hagstrom, sales operations manager for Suttle, has observed the growing complexity as home networking technology has changed the types of services that are provided by telecoms.

“Suttle is highly linked to the service provider market; the companies within that market are very bullish in marketing the VDV triple-play concept and fiber-to-the-home services,” explained Hagstrom. “Ninety percent of our company’s market is residential—and this particular market has historically hired a phone company or subcontractor to wire the home for telephone and a cable television company to install coaxial cabling for video.

“Today, an expert in telephony, Ethernet, and video is required to provide residential services,” Hagstrom continued. “Our small office/home office strategy supports the VDV concept, as well as the delivery of home audio. Distributors have the opportunity to sell a new suite of hot products including enclosures, VDV modules, face plates, jacks, and connectors,” he said. ■■■

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