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Netopia Unveils Distributed and Integrated Carrier-Class VoIP Strategy For Service Providers

Broadband World Forum, PARIS, Oct. 10, 2006 – Netopia, Inc. (Nasdaq: NTPA), a market leader in broadband service assurance solutions, unveiled its two-pronged product development strategy to support the deployment of VoIP services at the Broadband World Forum Europe in Paris today. As part of this strategy, Netopia is reintroducing its single-port analog terminal adapter (ATA), and plans to ship a series of new wireless integrated access devices (WIADs) beginning in early 2007.

“According to analysts, most customers have three, even four choices for broadband access,” said Christopher Thompson, vice president of marketing at Netopia. “Voice over IP has emerged as a valuable competitive weapon to secure customers and lock in subscribers. Our distributed VoIP product enables service providers to add VoIP to their existing customer base—or their competitors’ customer base—and the new WIADs will be a welcome solution for customers who prefer a high-performance carrier-grade solution for high-speed Internet, voice, and video, all in a single, fully integrated device.

Netopia’s distributed voice solution is based on its ATA, which lets subscribers use their existing analog telephones and fax machines to access VoIP services through the Ethernet port of any broadband-connected CPE, without having to upgrade or replace the current CPE. Unlike other telephone adapters on the market, Netopia’s includes support for TR-069 remote management and auto-configuration capabilities, greatly simplifying widespread deployment. For knowledge workers, the small form factor of the ATA gives a new meaning to “local number portability,” as voice services can be located anywhere the ATA is connected to the Internet. The Netopia ATA is currently available.

The Netopia WIADs are designed to deliver a carrier-grade solution that simplifies the deployment of voice as part of a bundled broadband solution. With support for WT-104 and TR-069, a single box can be deployed and auto-configured to deliver not only connectivity, but also high-value voice services and IPTV. This is the ideal solution to support the delivery of triple play by carriers and service providers. Logical designs are currently available for service provider test labs. The company will introduce ADSL2+ and VDSL2 models in early 2007.

Netopia’s voice solutions offer remote manageability through ACS products like Netopia’s NBBS that support the DSL Forum’s TR-069 protocol. Voice service is delivered through support for SIP 2.0, with T.38 offered for fax over IP support. Common CLASS and ISDN features, such as caller ID, call waiting, call hold, call transfer, and conferencing are also supported by Netopia’s VoIP solutions. In addition, Netopia’s WIAD products will offer lifeline support during power outages, providing automatic switch-over to an analog line. Not only is this a safety feature often required by regulation, it also provides a competitive advantage to traditional telephone carriers who want to offer the power and flexibility of VoIP solutions to their customers with the reliability and certainty of existing analog telephony.

Netopia staff is available to discuss its VoIP strategy in Broadband World Forum booth No. 518 at CNIT La Défense in Paris, from October 10 to October 12.

About Netopia

Netopia, Inc. delivers broadband service assurance solutions through high-performance broadband customer premises equipment and carrier-class remote device management and support software. Netopia's broadband gateways feature advanced technology, high reliability, and remote manageability to assure delivery of triple-play and IPTV services. Netopia's service assurance software platforms empower carriers, service providers, and enterprises with remote device management, centralized support, and value-added services to speed deployment of innovative new broadband applications across home and business networks. Netopia has established strategic distribution relationships with leading carriers and broadband service providers, including AT&T, BellSouth, Covad Communications, eircom, Swisscom, and Verizon.

Headquartered in Emeryville, Calif., Netopia's common stock is listed on the NASDAQ Capital Market under the symbol "NTPA". Further information about Netopia can be obtained via phone at (510) 420-7400, fax at (510) 420-7601, or on the Web at www.netopia.com.

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