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## **Netopia to Share Strategies for Successful Digital Home Deployments at TelcoTV**

**EMERYVILLE, Calif., Nov. 3, 2006** – Netopia, Inc. (Nasdaq: NTPA), a market leader in broadband service assurance solutions, announced that David Gwartzman, director of marketing, will be speaking on the in-home deployment challenges service providers face when implementing IPTV services at this year's TelcoTV conference. Taking place Monday, November 6, through Wednesday, November 8, at the Gaylord Texan Resort in Dallas, TelcoTV gathers telecom professionals interested in delivering entertainment services over broadband, including IPTV.

In a panel titled "In-Home Wiring and Home Entertainment Distribution," Gwartzman will outline top considerations for service providers to address in triple-play delivery, from ensuring successful deployments to maximizing customer satisfaction. He will share best practices for successfully deploying and managing advanced broadband services based on Netopia's work with a number of service providers deploying triple play worldwide. The session will take place at 1 p.m. on Monday, Nov. 6.

Netopia also will be showcasing its MiAVo triple-play gateways designed for the delivery of high-bandwidth and quality-of-service (QoS)-reliant services such as IPTV and video on demand (VoD). The MiAVo platform supports VDSL2 for IP-based networks and bonded ADSL2+ for existing ADSL2+ networks. Staff will be available in booth 1408 to demonstrate these products and field questions from 5 p.m. to 6:30 p.m. on Monday, November 6, from 11:30 a.m. to 7 p.m. on Tuesday, November 7, and from 10:30 a.m. to 3 p.m. on Wednesday, November 8.

### **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](http://www.netopia.com).

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