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Netopia Continues IOC Traction, Helps Iowa Telecom Streamline DSL Deployment

NBBS management platform remotely customizes DSL gateways for subscribers across the state of Iowa

EMERYVILLE, Calif., Nov. 15, 2006 – Netopia, Inc. (Nasdaq: NTPA), a market leader in broadband service assurance solutions, announced Iowa Telecom—the second-largest local telephone company in Iowa, serving more than 435 communities across the state—is using Netopia’s 2200-series gateways with Netopia providing its NBBS remote device management platform to automate and simplify DSL deployments.

Long local-loop-distances and complicated custom firmware configurations to customer-premise-equipment (CPE) present major hurdles for cost-effective mass-scale DSL deployments. To circumvent these deployment issues, early in August Iowa Telecom began shipping standard versions of Netopia’s gateways and downloaded the required custom settings through NBBS. When activated by a customer, the gateway automatically signals Netopia’s NBBS server, which automatically downloads Iowa Telecom’s custom configurations to the gateway. Changes to the configurations and firmware updates are automatically downloaded to the end-user’s CPE, ensuring customers are kept up to date with the most current functionality.

“Netopia’s management platform and gateways enable us to deliver true plug-and-play gateway installation, shielding our customers from technical complexity and the possibility for error that introduces, and making installation short and easy,” said Drew Sutton, network administrator at Iowa Telecom. “We’ve experienced a significant reduction in support calls and an increase in subscriber satisfaction since moving to a single-product, automated solution, positioning Iowa Telecom to scale our DSL business for rapid growth.”

Prior to deploying Netopia’s gateways, Iowa Telecom was using three types of CPE to meet specific network and customer requirements. Iowa Telecom was able to eliminate CPE complications by consolidating under Netopia’s 2241N-VGx gateways. These ADSL2+ gateways are equipped with embedded support for DSL Forum management standards such as TR-069, TR-101 and TR-111. Compliance with the TR-069 specification for remote management makes it possible for the gateways to automatically connect to NBBS, Netopia’s TR-069 remote management system. TR-111 enables TR-069 to remotely manage devices connected to the Netopia gateway, such as voice-over-IP (VoIP) phones, set-top boxes and gaming devices. TR-101 allows a single Netopia gateway to receive different services from multiple providers.

“We’re committed to making DSL the leading broadband option for consumers, and have taken steps across our product lines to make the widespread deployment and management of DSL and new broadband services as painless as possible – for both the carrier and the consumer,” said Christopher Thompson, vice president of marketing for Netopia. “NBBS is a powerful tool not only for service providers to deploy and manage their subscribers’ networks, but also for

Netopia. When we use NBBS as a platform delivery tools, we're making it possible for carriers like Iowa Telecom to automate and speed the deployment of competitively-differentiated DSL CPE without having to maintain custom hardware configurations."

For more information, read the Iowa Telecom case study at www.netopia.com.

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". Netopia has entered into a definitive agreement with Motorola, Inc, under which Motorola will acquire all of the outstanding shares of Netopia's common stock. The acquisition is subject to customary regulatory approval and the approval of Netopia's stockholders, and is expected to be completed in early 2007. 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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