



THE NEED FOR AN INTERNATIONAL TRADE ORGANIZATION FOR POLYMER OPTICAL FIBER AND THE STATUS OF POFTO

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Presentation Outline

- Recent developments affecting the POF Market
- Some of the problems with the POF Market
- Development of POFTO in the U.S.
- Worldwide POF Organizations
 - Survey Results
 - POF Organizations worldwide
 - Role of IPOFTO
- Why is there a need for an International POF Trade Organization (IPOFTO)
- Proposals to get started
 - POF Summit at POF2003





Recent Developments Affecting the POF Market

- European automotive industry implementation of POF (MOST, BYTEFLIGHT, IDB-1394)
- Recent Korean announcement (plan to wire over 10 million homes)
- Technical developments (graded index & perfluorinated fibers and sources)
- Rapid growth & acceptance of Ethernet (home, office, plant)
- Standards developments (Most, 1394b, IDB-1394) are occurring, but many more are needed



Some of the Problems with the POF Market

- Lack of understanding on “how to” design POF links
- Lack of Knowledge by end users about the attributes of POF, available equipment, suppliers, etc.
- No centralized publication or place where potential users can be kept up to date. Information is spread over a number of different sources and may not be covered regularly at all by the trade press
- No industry voice promoting the use of POF and counteracting the myths on an on-going basis
- Lack of concentrated industry and user effort at standards organizations

(source: POF Summit, April 2, 1992 - Boston, MA)



Lack of Awareness of POF Technology and Markets

- Design Engineers
- Enterprise Users
- Installers
- Distributors
- Consultants
- Press
- Consumers
- Educators





Who is Responsible for a Lack of POF Awareness?

- POF Suppliers
- Press
- Consultants
- Associations
- Popularity of Glass Optical Fiber





How to Correct Lack of Awareness

- Multifaceted Promotion Program Organized by POF Trade Organization
- Educate Design Engineers
- Educate End Users
- Educate Installers
- Develop Centers of Applications Research
- Develop Educational Programs





POF Organization Worldwide

POFTO - US

POF Consortium - Japan

POF Club France

U.K. POF

Brazilian

Korea (?)

POFAC - Germany



Plastic Optical Fiber
Trade Organization



POFTO Mission Statement

The POFTO is an organization that has been established to promote the common business interests of its members and the POF industry. POFTO is a fiber optic alternative that has been specifically designed to be a practical, low cost solution for high bandwidth data communications. The POFTO welcomes those whose interest and support can contribute to the success of this endeavor. The mission of the POFTO is to actively promote the proliferation of high bandwidth POF systems serving the data communications and illuminations markets and to coordinate and seek out new market opportunities. The members are individually and collectively committed to open competition in the development of products, technology and services.





Questionnaire Responses

1. What activities should the POFTO be involved in?	Rank
Participate in standards meetings.	1
Develop ties with other Trade Organizations in the U.S. and worldwide	2
Develop and maintain a database of POF components, subsystems and system suppliers	5
Collect disseminate information on POF developments around the world	6
Develop and distribute data on POF markets	7
Organize participation of POFTO members in trade shows	8
Promote POF by developing POF applications and technology related articles for the trade press	3
Develop a database on POF sources of information	4
Provide assistance to potential users of POF	9
Develop publications on POF (primers, design manuals, application meters, etc.)	10
Other: Advertising the technology	





Questionnaire Responses (cont'd)

5. What types of information would you like to see on the POFTO web site?	Rank
News Items	2
Suppliers of POF components, and systems and services	3
POF Calendar of Events	5
New POF Publications (journal and trade press articles)	8
POF books and Proceedings of Conferences	9
Personnel changes	11
Heard About the Industry (rummors, gossip)	10
New Products	4
Applications	1
Market Forcasts	6
Standards Activities	7
Other	





POFTO Subcommittees

Subcommittee	Chairman / Members
Membership	Ken Eben, Mitsubishi International
Standards	Richard Beach, Beach Communications
Education	Randy Dahl, Industrial Fiber Optics
Marketing	Richard Beach/ Paul Polishuk
Home Networks	Rick Brandenstein, EMC
Long Rang Planning	Steve Tuchman, Digital Optronics Ken Eben, Paul Polishuk, Richard Beach
Optical Interconnects	Gary Grimes, University of Alabama
Automotive	TBA
Industrial Control	Richard Beach
Consumer	TBA
Signs & Illumination	TBA
Sensors	TBA





Membership Breakdown

Corporate Members

Heathway Inc.
Fusion UV Systems, Inc.
Mitsubishi International
Nanoptics, Inc.
Fiberglass china
Furukawa Industrial S/A
Univ. of Alabama at Birmingham
Agilent Technologies
Nuvitech, Co., Ltd.
Jess link Products Co., Ltd.
Faztec Optronics Corp.
LTK Industries

Small Business

Emplas Tesco, Inc.
Firecomms Ltd.
Optical Polymer Research Inc.
Cactus Fiber Pt Ltd.
PM Manufacturing
Industrial Fiber Optics

Individual

Tandex Co., Ltd.
Tempo
Dr. Donald Yu, Consultant
Fluid Coating Technology, Inc.
Liverpool John Moores University
Luvantix Co. Ltd.
Yazaki North America
Agilent Technologies



What is the Need?

- Expand the market for POF
- Raise the awareness of users to POF
- Share idea, information
- Promote POF for national standards (German, Japan, U.S., etc.)
- Specific Standards Participation (aircraft, auto, industrial controls, home, etc.)
- Promote applications development centers in each country





Examples of the need for a POF Trade Association - Korean Example

- Korean Ministry of Information & Communications issued a policy statement of the wiring of 10million homes by 2007
- There was no mention of POF despite substantial development of the POF industry
- Neither Telecommunications Technology Association (TTA) or the Home Network Consortium knew anything about POF



Example of the Need for a POF Trade Association - Aircraft Fiber Optic Standards

- Fiber optics standards for aircraft have been available for several years but not used
- Airline industry (ARIN) has decided to develop new standards
- Two major national manufacturers are co-chairs of standards committees
- Two years ago, one did exhaustive testing of POF cable, but couldn't pass the three flammability tests
- This August, aircraft manufacturers plan to propose 62.5 micron multi-mode fiber for Aircraft use



WHAT TO DO?

- **Two Options**
 - Form POF trade Associations in each country
 - One International Trade Organization with branches in each country
- **Recommendation:**
 - One International Trade Organization with branches in each country





WHY NOW?

- POF market is starting to bloom
- Markets opening need to catch the attention of high level politicians and decision makers
- No local advocates for POF
- Korean and Airline Example





Next Step - POF SUMMIT

- Meet at POF2003 (September 16, 2003)
- Select Officers
 - (President, Vice-President, Secretary, Treasury)
- Secretariat
- Plan to develop by-laws





International POF Conference 2003

- September 14-17
- University of Washington, Seattle
- Call for papers out shortly
- Web-site: www.pof2003.com
- Tutorials (Sept 14) Conference & Poster Papers (September 15-17), Table-top exhibits (Sept.15-17)





For more Information

POF 2003, September 14-17, 2003

University of Washington, Seattle, WA

www.pof2003.com

POF Trade Organization (POFTO)

www.pofto.com



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