



Oplink Connected Launches “I Know” Campaign on DIY Network

Customer Awareness Campaign Showcases Oplink’s Ability to Provide Video Verification to Inform Users of Potential Home Security Issues

FREMONT, Calif – November 4, 2014 – [Oplink Connected](#), a division of Oplink Communications, Inc. (Nasdaq:OPLK), has unveiled a new customer awareness campaign featuring its line of home monitoring and video alert solutions. The “I Know” campaign gives real life examples of how Oplink Connected’s affordable and easy-to-install home security products provide not only 24/7 text alerts, but video verifications as well, to help users keep an eye on their homes and loved ones, regardless of location. The “I Know” campaign, launched on the DIY Network, will run through the holiday season. To view an “I Know” campaign video, [click here](#).

“The ‘I Know’ campaign shows a new way to think about home security. While we previously had to rely solely on audio or text alerts about a potential incident in our homes, we didn’t truly ‘know’ what was happening until there was visual proof. Oplink provides that proof instantly with video verifications,” said Gerard Barry, Director of Marketing, Oplink Connected. “This campaign shows that no matter where they are, users will be alerted via their mobile devices and will ‘know’ when there is an event that needs their attention. With Oplink, instead of just being concerned, users can now be informed.”

With the broad acceptance and proliferation of broadband and mobile phones, there are home security options available today that simply weren’t there for the average person a decade ago. Oplink Connected’s home security products go beyond the traditional, simple alerts by incorporating video verification to inform users of potential home security issues that may need attention. No other system fully integrates both narrowband and broadband and allows them to interact to deliver a complete picture of the event trigger. Oplink Connected’s wireless plug and play installation takes just minutes and there are no contracts required.

For more information on Oplink Connected products, pricing and availability, visit www.oplinkconnected.com

About Oplink Connected:

Oplink Connected, a division of Oplink Communications, Inc., provides smarter solutions for today's modern living. With a single app, check in on your home and loved ones with video motion activity, manage all household elements including temperature and lighting, all from the palm of your hand. Everything connected to Oplink Cloud works together seamlessly to provide real-time emergency alarm and alerts, regardless of location. Oplink’s user-friendly smart platform easily integrates home security, safety, surveillance, automation and home-health solutions that adapt to a mobile, connected lifestyle.

Oplink solutions ensure continuous uptime, longevity and peace of mind. To get started today, go to www.oplinkconnected.com

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