



Complete worldwide press campaign to launch an industry leader

Events in three continents, analyst briefings, industry comments, white papers, regular press releases and daily journalist outreach

Now has the largest market share in the high-speed Powerline Communications market for multimedia home networking

When DS2 entered the Broadband Powerline Communications market, it was in a perfect position to be a leader in its field. It was the only manufacturer to supply a 200Mbps chipset, while its main competitor, Intellon, was only manufacturing 85Mbps chipsets. Even though DS2 provided a much faster network than its competitors, it was up against tough competition from an established US-based organization.

The marketing goal was to create a demand for the DS2 chipset to be 'inside' products that deliver Broadband Powerline Communications. The technology is used for a variety of applications including public utility markets and the very high profile consumer electronics market, where it delivers broadband-enabled home networking into every room of a house to create the 'Digital Home'.

Reaching a global market

DS2 sells in a global marketplace. It needed to evolve its historically technology-driven marketing to build a campaign that not only reinforced the technical superiority of its products, but signaled to the consumer market that it was the only chipset that could enable a high definition 'Digital Home'. DS2 needed this to happen on a global scale.

DS2 used the Targetwire service to distribute its press releases worldwide. It had previously used Businesswire but soon realized the benefits of a distribution service that could target individual journalists in its specific electronics and developer markets. Targetwire distributed DS2 press releases to 12 countries worldwide, translated into German, French, Chinese, Japanese and Korean, to a bespoke list – hitting key global markets, publications and geographical areas directly relevant to DS2.

Reaching over five million readers

One of DS2's early press releases about 'European Standards' for the Open PLC European Research Alliance (OPERA) received more than 60 press cuttings in the first 17 days. The total published circulation figures of the titles, which featured the story, equated to over five million. The magazine titles are a roll call of DS2's top publications – EE Times in the UK, Germany and Japan, Custom Installer and Connected Home in the UK, Le Monde Informatique in France, CRN Canada, Desktop Engineering,



Information Week and Techweb in the US, Digital World, Comms Design and Government Enterprise in Germany and Global Electronics in the Netherlands.

Journalist outreach – building relationships with the press

DS2 wanted to build relationships with the press as an industry leader – Targetwire's PresseSansFrontieres service met the requirement by regularly arranging high profile interviews with journalists in the US and Europe. It also helped DS2 break into the Asia Pacific press by arranging a series of face to face interviews with Taiwanese journalists at the big Computex show in Taipei. The result was highly focused media exposure in the Asia Pacific region including coverage in ZDNet Asia, Taiwan Economic News and Compotech Asia – and a seminar speaker slot with the Taipei Computer Association (TCA), the largest IT community in Taiwan.

In 2007 DS2 became the clear market leader, shipping over 2.6 Million 200Mbps Powerline Communications Chipsets, and has the largest market share in the emerging high-speed Powerline Communications market for multimedia home networking applications and BPL services.

About Targetwire

Targetwire is the world's first fully profiled global news distribution service enabling you to distribute your press releases instantly onto the desk of every journalist in your target market on the right day, at the right time, in the right language, ensuring maximum response rates to your release.

We profile our distribution to your target markets, by country, by market, by journalist, sending the news release from your company as an e-mail and add your company's logo and contact details with a direct hyperlink to your website or landing page. This maximises brand building of your PR campaigns and gives your release **Pole position every single time**.

And we contribute to inbound marketing and off-page search engine optimisation by also distributing your release online and to social media such as Twitter

Targetwire is a flat rate service (based on the number of countries) without the need for subscription, with no text limits or 'hidden' charges for logos, or links.

Register at www.targetwire.com,
email info@targetwire.com
call (USA) +1 561 228 1940
(UK) +44 207 993 8211