

New Hardware, Shifting Markets, and Two Years of Price Stability

Quarterly intelligence for IT and AV resellers working with fibre connectivity

Q1 brought two significant Netgear hardware launches, a global supply chain that continues to create uncertainty for resellers, and SMPTE ST 2110 completing its journey from experimental to expected. Through all of it, **Plusoptic pricing has not moved in two years** - and we intend to keep it that way. Here is what matters for your projects and customers right now.

01 Netgear AV Hardware

NEW LAUNCH - ISE 2026

M4350-16M4V: Built for Live Production, Needs Approved 25G Fibre

Announced at ISE in February and shipping from April, the M4350-16M4V is Netgear's most rugged AV switch to date. Built around Neutrik etherCON, opticalCON, and powerCON connectors throughout, it is designed for the physical realities of broadcast and live events. Its 16x 2.5G PoE++ ports (up to 1,130W total) and built-in SMPTE ST 2110 Grandmaster clock make it a serious piece of infrastructure.

The key detail for resellers: **four 25G SFP28 uplinks via a modular card slot**, with singlemode and multimode fibre uplink cards available. Those uplinks require Netgear-approved transceivers. Plusoptic is the only channel-friendly approved option at 25G - our SFP28-SR-PLU (multimode, 100m) and SFP28-LR-PLU (singlemode, 10km) are the direct fit.

Plusoptic fit: M4350-16M4V

SFP28-SR-PLU - 25G multimode, 100m, LC, 850nm - short-run rack and stage cabling

SFP28-LR-PLU - 25G singlemode, 10km, LC, 1310nm - building and site runs

SFP28-ER-PLU - 25G singlemode, 40km, LC - extended campus reach

All Netgear tested and approved. Channel pricing. No paperwork required.

NEW LAUNCH

M4350-16C: 100G Core for Multi-Stream 4K Environments

The M4350-16C brings 16 ports of 100G QSFP28 to the M4350 portfolio, designed for core and aggregation layers in large-scale ST 2110 deployments. With a 420W internal PSU and modular redundant power, it is built for permanent infrastructure. Our complete QSFP28 range maps directly onto this switch, and as with all Plusoptic 100G products, it carries Netgear tested and approved status.

The M4350 portfolio now stands at 18 models. There is a Netgear switch for every layer of an AV network - and every layer above 10G needs Netgear-approved transceivers.

SOFTWARE

Engage Controller 2.4: Configure Before You Arrive On Site

Released 2 April, Engage 2.4's headline feature is off-site configuration - integrators can design, configure, and test virtual switch deployments before going anywhere near a venue. This meaningfully lowers the barrier to complex AV-over-IP projects, which means more M4350 deployments in the pipeline and more transceiver demand upstream. A free software update for existing Engage users.

02 Market Data & Supply Chain

SUPPLY CHAIN ALERT

Global Shipping Disruption Is Raising Costs Across the Industry – Our Prices Have Not Moved

Ongoing conflicts and regional tensions - most notably the closure and restriction of key shipping routes through the Strait of Hormuz - are having a measurable impact on global freight costs and lead times across the electronics supply chain. Vessels are being rerouted, insurance premiums are climbing, and transit times on routes from Asia to Europe have extended significantly. The ripple effect is being felt in component pricing, distributor margins, and project timelines industry-wide.

Many suppliers have used supply chain disruption as cover for price increases. **Plusoptic has not.**

PLUSOPTIC PRICING COMMITMENT

Two years. Zero price increases.

Since early 2023, Plusoptic transceiver pricing has not increased. Not once. While freight costs have risen, raw material prices have shifted, and competitors have passed on increases to their channel partners, we have absorbed the pressure and held the line.

This is not something we take lightly. We maintain a locked, stable Bill of Materials across our supply chain - the same approved components, the same manufacturing facility, the same pricing structure. Nothing changes without good reason, and market noise alone is not a reason we accept. **Your margin is protected. Your customer quotes remain valid. And we have no plans to change course.**

If a customer asks why they should pay more for Plusoptic over a cheaper option from a broker or marketplace, stable pricing over two years - while others have increased costs - is a concrete answer. We back reliability with actions, not just words.

The Numbers Behind the 25G and 100G Upgrade Cycle

The global optical transceiver market is projected to grow from **\$17.15 billion in 2026** to **\$46.12 billion by 2034**, at a 17% compound annual growth rate. Data centre demand accounts for nearly 40% of 2026 volume, but the effect is already filtering into enterprise and broadcast networks. The upgrade from 10G to 25G and 100G is not a future trend - it is happening in live projects now.

\$17B

TRANSCIVER MARKET
VALUE 2026

17%

COMPOUND ANNUAL
GROWTH RATE TO 2034

\$46B

PROJECTED MARKET VALUE
2034

A note on fibre cable pricing: Single-mode G.652.D cable prices have risen over 30% since early 2025, driven by AI data centre buildout - AI-focused racks require approximately 36 times more fibre than traditional CPU racks. Supply constraints are tightening and this pressure is being felt across the patch cable and trunk cable market. As of now, Plusoptic transceiver pricing remains unchanged and we continue to monitor the situation closely.

OFC 2026 (March, Los Angeles) confirmed that 1.6T transceivers are accelerating - AI infrastructure demand is pulling the roadmap forward faster than expected. This creates strong near-term demand at the 100G tier, with 400G following close behind.

From Experimental to Expected

Per Netgear's own NAB 2026 briefing: SMPTE ST 2110 has moved from experimental to expected. Broadcasters of all sizes are building IP networks, and the standard is no longer a niche requirement - it is the assumed baseline for any serious AV infrastructure project. AVIXA predicts that by 2030, over two-thirds of AV installations will be IP-based. The fibre infrastructure to support that has to come from somewhere.

At ISE 2026, the AIMS Alliance formally launched IPMX - an open standard derived from ST 2110 for Pro AV, expected to capture 25-40% of new IP AV deployments by 2026, representing \$200-\$300 million in market value. The four themes from ISE: AV strategy is now rooted in the network; standards are converging faster than operations; AI is embedded across workflows; and differentiation is shifting from products to deployment models. Resellers who can confidently spec and deliver fibre at 25G and 100G are well ahead of the curve.

NEW TOOL AVAILABLE NOW

Netgear Transceiver Selector: The Right Module in Three Clicks

We have built an interactive transceiver selector covering all 47 M4350, M4250, M4300, and M4500 models alongside the full Plusoptic SKU range - 46 products in total. No catalogues to cross-reference, no back-and-forth with your account manager.

1

Select your Netgear switch model

2

Select port type and reach requirement

3

Get the confirmed Plusoptic SKU with full specs

The tool outputs the confirmed compatible Plusoptic module with specifications, approval status, and connector details. No ambiguity, no assumptions - just the right answer, immediately.

Ask your account contact for access, or mention it on your next call.

WE ARE HERE TO MAKE FIBRE EASY FOR YOUR TEAM

Beyond the selector tool, if there is anything that would help you and your team sell fibre connectivity with confidence - **training sessions, technical guides, product samples, pre-sales support, customer-facing materials, or anything else** - just reach out. We will do whatever it takes to make life easy for you. That is not a polite offer. It is how we work.

Reminder on Netgear approval scope: Plusoptic holds Netgear tested and approved status at 25G, 40G, and 100G. Netgear-specific variants use the -NET suffix, and can also be fulfilled by the equivalent -PLU native SKU. If your customer has a 1G or 10G Netgear environment, we can supply compatible transceivers - just note these fall outside the formal Netgear approval programme.

05 Q2 Outlook

Key developments to watch as we move through Q2 2026.

- **NAB 2026 (April 19-22)** - Netgear at Booth C7307. Live demos of both new M4350 switches and Engage 2.4. 110+ partner manufacturers on the floor.
- **200G and 400G platforms** - Key manufacturers are expanding into higher-speed platforms and Plusoptic has test product ready for the next generation. Approvals are in progress. Watch this space.
- **Supply chain monitoring** - Global freight disruption continues. Plusoptic pricing is holding, but lead times in the broader market are volatile. Stocking conversations with customers are worth having now rather than at point of need.
- **M4350-16M4V shipping now** - First deployments are landing. Transceiver demand follows installs. Worth a proactive conversation with any customer who has this switch on order.
- **IPMX adoption curve** - First IPMX-certified products are emerging, with early demos at NAB. Track which UK integrators move first - they will need fibre to go with it.
- **Engage Controller 2.4 rollout** - As integrators adopt offline provisioning, project start cycles will accelerate. Transceiver orders tend to follow shortly after switch commissioning begins.

Plusoptic is channel-only and always will be. Every Netgear distributor and reseller gets channel pricing from day one - no account setup, no lengthy onboarding, no minimum orders, and no barriers. If you have a project in the pipeline, a question to answer, or a customer you want to win - get in touch.

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Plusoptic Ltd

The Integrators Choice

British-owned. UK-stocked.