Economic Feasibility

Demonstrate, as far as can reasonably be estimated, the economic feasibility of the proposed project for its intended applications. Among the areas that may be addressed in the cost for performance analysis are the following:

a) **Balanced costs (infrastructure versus attached stations).**
b) **Known cost factors.**
c) **Consideration of installation costs.**
d) **Consideration of operational costs (e.g. energy consumption).**
e) **Other areas, as appropriate.**

- As this project is focused on a single balanced twisted pair as the media, there would likely be no difference in direct costs for infrastructure vs. attached stations. The advantages of Ethernet LAN technology in the target market, however, make the LAN solution far superior to directly attached stations.
- The cost factors for Ethernet components operating on single balanced twisted pair and systems are well known. The proposed project is expected to enable reductions in the cost of both the attached station and the infrastructure in single twisted pair applications.
- The reduction in the number of pairs and resulting weight reduction for the targeted markets will result in a significant drop in installation and operational costs.

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e) **Other areas, as appropriate.**

- In consideration of operational costs, the project has adopted a goal to support optional lower power modes, which will help reduce operational costs and environmental footprint.
- Overall costs are minimized by introducing Ethernet network architecture, management, and software into the automotive environment.