Another Successful ECOC Exhibition

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The ECOC (European Conference on Optical Communications) 2011 exhibition [1] last month saw an increase in visitors , with over 5,000 attending – a figure that has continued to rise for the past three years. The show at the Palexpo in Geneva attracted industry professionals from across the globe looking to view the latest optical communication solutions from more than 315 exhibitors – a 15% increase from last year – and to hear Market Focus presentations from a host of industry-leading executives.

The Market Focus again proved an impressive platform where industry professionals gained vital insights and updates relating to the latest technologies and methods.Visitors attending the seminars doubled in number from last year with Google, Oclaro, FTTH Council Europe and Opnext pulling in the biggest crowds with their discussion-evoking seminars covering long haul optical transmission, data centre and interconnect technologies, and mass-market broadband fibre access.

All the sessions, alongside the newly revamped FTTX Centre, added real value for visitors and we are extremely pleased with the attendance figures. The feedback we have had has been very positive, especially in relation to the international appeal of the show as an environment for high-level business networking and as a platform for new product launches.

Among the innovative products introduced at the show were Opnext’s 100Gbps DWDM (Dense Wavelength Division Multiplexing) MSA transponder module and Fujikura Europe’s NOYES M200 OTDR with new user interface. General Photonics and Phoenix Photonics also used the exhibition to launch their new polarization controllers.

In addition to the technologies showcased, the FTTX Centre – which underwent a transformation for this year’s ECOC – gave a new dynamic to the exhibition. It encompassed 10 information and product zones, supported by major vendors from across the world, and included live interactive demonstrations from CTTS on OSP and ISP systems and deployment methods. CTTS also ran a series of training sessions on modern fusion splicing techniques using handheld fusion splicers and passive optical network testing.

For the first time, the show also welcomed the Ethernet Alliance, which comprises systems and component vendors along with industry experts and end users. The alliance held two sessions in the Market Focus theatre to give visitors an

introduction to 40G and 100G from a test and measurement perspective, and provide information on next generation 100G Ethernet optical interconnects and module form factors.

In 2012 we will look to again build on the valuable relationships we have with exhibitors and speakers to deliver a show in Amsterdam that will bring the world the latest in optical communication, running parallel with the ECOC conference.

We have also unveiled a new website for 2012 this week to reflect the increasing appeal and activities surrounding the exhibition, including ECOC TV.

The ECOC 2012 exhibition will be held in Amsterdam from 17 to 19 September: www.ecocexhibition.com [1]

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