

ASSIA, the technology that boosts ADSL



The screenshot shows the ASSIA website homepage. At the top, it says "ASSIA DSL Solutions for Service Providers" with navigation links for "HOME / CONTACT US / CUSTOMER LOGIN". Below is a navigation menu with "DSL Solutions", "Technology", "Customers", "News & Events", and "About ASSIA". The main banner features a picture of the Golden Gate Bridge and the text "Delivering the Broadband Future with DSL". Below the banner are several content blocks: "ASSIA DSL SOLUTIONS" (describing world-class management systems), "FEATURED PRODUCT" (highlighting the DSL Express software), "ASSIA BLOG" (with a post by CTO Marc Goldburg), "NEWS" (including a press release about achieving 80% U.S. DSL market share), and "UPCOMING EVENT" (the Broadband World Forum in Europe 2010).

Adopting technology from the California-based company ASSIA, SFR offers a new solution for its customers whose ADSL lines have been experiencing disruptions. In many cases, the improvement is indisputable.

Since its first commercial release in France in 1999, with initial speeds of 512 Kbit/s, ADSL has gone through many changes. Today, ADSL 2+ promises a theoretical bandwidth of up to 20 Mbit/s. However, the reality experienced by some customers is much lower bandwidth and/or irregular bandwidth in certain situations.

There are various reasons for this bandwidth disparity. The first thing that comes to mind is that the subscriber is too far from the telephone exchange (DSLAM), especially in rural areas. But many other temporary or regular unknown factors can, in reality, disrupt the proper operation of a broadband connection, even in urban areas, including: the line that was originally installed may be outdated; there may be outside interference in densely populated neighborhoods; disruptive electrical equipment exists inside the home itself; or environmental factors that affect quality, such as rain and wind.

For this minority of homes that are the victims of electromagnetic noise, the disruptions do not only have an impact on the ability to surf the Internet comfortably or on download speed; they can also disrupt voice over IP calls and make it impossible to receive television channels through ADSL.

Since 2003 ASSIA, a leading DSL solutions provider, has shown that these disruptions are not inevitable, and a solution can be found regardless of the connection's initial conditions. The solution developed by ASSIA, when installed in the ADSL operator's network equipment, analyzes a line's characteristics in a customized way to find the best compromise between bandwidth and quality.

ASSIA's founder John Cioffi, an acknowledged expert in the DSL communications industry for more than 30 years, has received numerous awards from his peers in the United States, Japan, and Europe. SFR*, the Deutsche Telekom T-Venture investment fund, Swisscom, and Sofinnova Partners have all invested in ASSIA. The Company's technology is set up in more than 30 million DSLs throughout the world. In the United States, the largest telecommunications operators use ASSIA's technology.

In France, SFR is the first operator to offer ASSIA's technology to its customers. Starting in July 2009, SFR deployed ASSIA equipment as part of its equipment base. Within a year, 200,000 lines were processed and are expected to increase to one million lines by the end of 2010.

The results are indisputable. For SFR subscribers diagnosed with bandwidth problems, we have seen a 50% to 70% reduction in the rate of desynchronization and significant improvements in realized bandwidth after applying ASSIA technology.

* Through SFR Development, the SFR innovation investment fund.