



MEDIA ADVISORY

How Service Providers Can Maximize the Benefits of Vectored DSL: ASSIA to Share Insights at Calix User Group Conference

George Ginis, Holder of 30 Fundamental Issued and Pending DSL Patents, Presents Insights on Achieving Speeds over 100 Mbps on a Single Copper Line

REDWOOD CITY, Calif. — October 31, 2011 — ASSIA, Inc., the leading provider of high-performance software tools for dynamic spectrum management (DSM) of digital subscriber line (DSL) networks, today announced that George Ginis, vice president of managed systems engineering at ASSIA, and holder of 30 issued and pending DSL patents, will deliver a presentation on November 3 on how service providers can maximize the benefits of vectored very high bit rate DSL (VDSL). The presentation will take place at the 2011 Calix User Group Conference in Las Vegas.

ASSIA's vectoring technology eliminates cross-talk that occurs on copper wire, and has been captured in the ITU-T G.Vector standard. Several service providers are currently testing prototypes of DSL equipment that uses vectoring technologies to achieve speeds of more than 100 Mbps on a single copper line. Such systems are expected to become commercially available late this year and in 2012. Ginis will provide an overview of the technologies that enable such high data rates. He will focus on the implications for network planning and network operations and explain how service providers can maximize the benefits of vectored VDSL by applying dynamic spectrum management techniques.

ASSIA inventors created vectoring technology and continue to provide industry leadership in vectoring and DSL management via ASSIA DSL Expresse[®], the most widely deployed, platform-agnostic DSL management solution. ASSIA's portfolio of essential vectoring intellectual property provides differentiation for the company's products and is the enabling technology in products developed by ASSIA licensees.

Who: George Ginis, vice president of managed systems engineering with ASSIA, Inc.

What: Vectored VDSL: How Service Providers Can Maximize its Benefits

When: Thursday, November 3, 11:30 a.m. - 12:15 p.m. Pacific Time

Where: [2011 Calix User Group Conference](#), Room Lafleur 1, Wynn Resort, Las Vegas

Media are invited to attend the 2011 Calix User Group Conference at the Wynn Resort in Las Vegas, Nevada, October 31 – November 3.

About George Ginis

George Ginis is vice president of managed systems engineering with ASSIA, Inc., overseeing development of DSL network management products and helping service providers maximize the profit and performance of broadband access networks. Between 2002 and 2005 he was a systems engineer with the Broadband Communications Group of Texas Instruments, where he was involved in the design of DSL chipsets for central office equipment and residential gateways. He holds a diploma in electrical and computer engineering from the National Technical University of Athens, and MS and PhD degrees in electrical engineering from Stanford University. While at Stanford, he performed seminal research on vectored VDSL, and is the author of 30 fundamental DSL patents and applications in the areas of vectoring, phantom channels, and automated diagnostics and management.

About ASSIA, Inc.

ASSIA Inc. is the leading provider of high-performance software tools for Dynamic Spectrum Management of DSL networks. ASSIA's products enable DSL service providers to realize dramatic speed and reach improvements, lowering operating and capital expenses, generating incremental revenue, and opening new business opportunities in the broadband-enabled home. ASSIA has more than 45 million lines under contract worldwide with top-tier service providers and is backed by strategic investors, including AT&T, Mingly China Growth Fund, SFR Development, Sandalwood Partners, Sofinnova Partners, Stanford University, Swisscom Ventures, T-Ventures, and Telefonica. For more information, visit www.assia-inc.com.

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