



RSVP: ASSIA at BBWF: Tuesday, October 26th, 2010 at 14:30 – Main Auditorium

Media Advisory
October 8, 2010

**ASSIA Hosts
“Unleashing Your DSL Network” ~ 2010 DSL Industry Press Event at
Broadband World Forum**

Paris, France: Tuesday, October 26th, 2010 at 14:30 — Main Auditorium

Who: Telecommunications executives from leading global Service Providers invite media and industry analysts to attend.

What: Hear about the latest Digital Subscriber Line (DSL) network advances

Panel presentation with featured case studies from AT&T, SFR, Telefonica, and Orange-Poland covering:

- Role of DSL network in operator’s broadband strategy
- Operator’s DSL network challenges
- Results of DSL management trials and deployments

This industry **Panel Discussion** will highlight how DSL management advances have driven broadband applications forward. These industry leaders share:

- Dynamic Spectrum Management (DSM) solutions active in today’s market
- Best practices in trialing and deploying DSM solutions
- Managing DSM solutions across multiple geographies and subsidiaries
- DSL network evolution

A question and answer session will follow the presentation.

Please confirm your attendance by contacting the PR representative listed below.

When/Where: Tuesday 26th of October 2010 at **CNIT La Defense** in Paris, France at 14:30. The panel session in the Main Auditorium will include Q&A with DSL representatives and speakers.

RSVP: Attendees should pre-register via:

Kristi Kosloske/Hot Off the Presses PR, Inc.
+1.773.755.2012 or peacekristi@att.net

About ASSIA

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 35 million lines under management worldwide with top tier service providers and is backed by strategic investors, including Mingly China Growth Fund, SFR Development, Sofinnova Partners, Stanford University, Swisscom Ventures, and T-Ventures. For more information, visit www.assia-inc.com.

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