



PRESS RELEASE

ASSIA Wins Prestigious Broadband InfoVision 2011 Award at Broadband World Forum 2011

ASSIA's popular DSL Optimization Solution, ASSIA DSL Expresse, Tops the Industry for Fixed Access Network Technologies and Services

Redwood City, Calif. – September 28th, 2011 - ASSIA Inc., the leading provider of high-performance software tools for Dynamic Spectrum Management (DSM) of Digital Subscriber Line (DSL) networks, is pleased to announce it has won the Broadband InfoVision 2011 award for Broadband Access Network Technologies and Services – Fixed, with its flagship product, [ASSIA DSL Expresse](#). The award was presented to ASSIA CEO Dr. John Cioffi at the Broadband InfoVision Gala Dinner Awards ceremony, taking place during the Broadband World Forum 2011 tradeshow in Paris. ASSIA DSL Expresse competed against other access technologies from Alcatel-Lucent, Ericsson, Huawei, and ZTE.

Gavin Whitechurch, director of the Broadband World Forum, commented: "Each year the standard of entries never fails to impress, and this year the judges had a truly global shortlist to work through from all areas of the broadband community. ASSIA really impressed the judges with its entry and is well deserving of the award."

ASSIA DSL Expresse is designed for the most challenging DSL deployments and offers a number of unique features designed to turn existing DSL copper infrastructure into modern, high-speed networks. The latest release of ASSIA DSL Expresse® software, [version 2.3](#), offers advanced features that let DSL operators extend the rate and reach of their DSL systems to support next-generation services, such as IPTV, while maximizing service quality and minimizing maintenance costs. ASSIA accomplishes this by applying Dynamic Spectrum Management (DSM), a standards-compliant approach that ASSIA has pioneered.

"ASSIA is delighted that the judges at this year's Broadband World Forum InfoVision Awards recognized ASSIA's leadership and innovation in optimizing DSL to help service providers gain a tremendous cost advantage over competing broadband technologies," said ASSIA CEO and founder, Dr. John Cioffi. "ASSIA DSL Expresse helps service providers leverage their existing copper plant. DSL continues to be a strong, growing, and fast economical path that satisfies the increased demand for next-generation higher-speed broadband services. ASSIA products will continue to help push DSL's envelope in performance and reach."

ASSIA is currently at Broadband World Forum 2011 demonstrating its latest innovation, [ASSIA Expresse Pro](#), a version of its popular ASSIA DSL Expresse solution that combines today's smart mobile device capabilities with powerful line performance information, trouble-shooting tools, and diagnostic details that technicians can access in the field via an iPhone application.

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 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, www.assia-inc.com.