



MEDIA ADVISORY

ASSIA to Lead Workshop on Building a World-Class DSL Network

Honored as the “Father of DSL,” ASSIA CEO and Stanford Professor Emeritus Dr. John Cioffi to Share Insights on Improving Performance and Increasing Profitability of DSL Networks

REDWOOD CITY, Calif. — November x, 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 ASSIA CEO Dr. John Cioffi will lead a workshop, “Building a World-Class DSL Network,” on December 1 immediately following the DSL Acceleration conference in London.

The explosion in the popularity of Internet applications and bandwidth-intensive services, such as IPTV, continues to create a huge demand for high-speed broadband. DSL currently provides 70 percent of consumer broadband worldwide, and operators are increasingly focused on improving quality and performance to increase their DSL networks’ profitability. The workshop is geared to technical, operating, and business leaders of today’s service providers that are looking to leverage their DSL networks to offer new, bandwidth-intensive services, reduce their operating costs, and increase their competitive advantage over other broadband service providers.

ASSIA experts led by Dr. Cioffi will offer a step-by-step guide to building a world-class DSL network, starting with a thorough audit to benchmark DSL network performance. The discussion will then turn to DSL network management best practices, including stabilizing the network, reducing operating and support costs, and capitalizing on incremental revenue opportunities. ASSIA experts also will review strategies for determining optimal network build-out approaches, including balancing fiber and DSL investments. The workshop will include information on how to develop new DSL management techniques, including how to plan for a migration to VDSL and vectoring. Dr. Cioffi also will review DSL management approaches in light of the development of local loop unbundling (LLU) and mixed binder environments.

The workshop is designed to help attendees gain a better understanding of the competitiveness of their DSL networks and the opportunities for creating superior near-term performance and economic improvements, while creating a foundation for building a world-class DSL network.

Who: Dr. John Cioffi, CEO, ASSIA, Inc.

What: [Building a World-Class DSL Network](#)

When: Thursday, December 1, 9:30 a.m. - 4:30 p.m.

Where: [Radisson Blu Portman Hotel](#), 22 Portland Square, London, W1H 7BG, United Kingdom

ASSIA is a silver sponsor of the DSL Acceleration conference, and ASSIA guests are entitled to a 25 percent discount for both the conference and the workshop. [Registrants](#) will receive the 25 percent discount by entering the priority code I37XY/ASSIA/25.

About John Cioffi

Dr. John Cioffi is a 30-year veteran of the DSL industry and sports numerous prestigious awards for his contributions to technology and industry. Prior to founding ASSIA in 2003, he served as founder, CTO, and vice president of engineering at Amati before its acquisition by Texas Instruments. Dr. Cioffi held a tenured endowed professorship at Stanford University in the Department of Electrical Engineering from 1985-2009, where he is now professor emeritus, before becoming full-time CEO and Board Chairman at ASSIA. He has published over 400 papers and holds over 100 patents. Dr. Cioffi is a member of the United States National Academy of Engineering and an international fellow of the United Kingdom Royal Society of Engineering. He is a winner of the The Economist Computing and Telecommunications Award (2010), IEEE Alexander Graham Bell Medal (2010), the IEEE Kobayashi Award (2001), and the Marconi Society's Marconi Prize (2006). He currently serves on the boards of ClariPhy and Alto Beam. Dr. Cioffi holds a BSEE from the University of Illinois and a Ph.D. in electrical engineering from Stanford University.

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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