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## **ASSIA's John Cioffi to Speak at IEC Broadband World Forum Europe in Paris**

### ***Company Chairman and CEO Addresses How Low-Cost Broadband Helps Fight World Poverty***

**Redwood City, Calif. – September 2, 2009** – ASSIA, Inc., the leading provider of high-performance software tools for Dynamic Spectrum Management (DSM) of Digital Subscriber Line (DSL) systems, today announced that company Chairman and CEO John Cioffi will be a panelist in a plenary session and chair a breakout session at the IEC Broadband World Forum Europe 2009 ([www.bbweurope.com](http://www.bbweurope.com)) at the CNIT La Defense in Paris on Wednesday, September 9. The sessions are sponsored by the Marconi Society ([www.marconisociety.org](http://www.marconisociety.org)) as part of their mission to promote awareness of major innovations in telecommunications, with particular attention to understanding how they change and enhance society. Cioffi is the 2006 Marconi Prize Winner and Fellow.

Both sessions will address how new, low-cost broadband technologies dramatically increase both access and demand, helping to fight poverty around the globe. In particular, DSL systems that are augmented with DSM can be combined with wireless infrastructure to deliver low capital and operating costs solutions to low income regions.

The two sessions are scheduled as follows:

#### ***Combating World Poverty While Creating New Opportunities for Profit in Emerging Markets***

John Cioffi speaking on plenary panel  
Wednesday, September 9  
1400 – 1530

#### ***Fighting World Poverty: Real Challenges and Real Successes in the Field***

John Cioffi moderating breakout session  
Wednesday, September 9  
1600 – 1730

#### **About ASSIA**

ASSIA, Inc. is the leading provider of high-performance software tools for Dynamic Spectrum Management of DSL systems. ASSIA's products manage ADSL1, ADSL2/2+ and VDSL2 networks, improving rates, extending reach, increasing power efficiency, and helping DSL operators to maximize returns on their capital and operating expenditures. For more information visit [www.assia-inc.com](http://www.assia-inc.com).

#### **About the Marconi Society**

Honoring the leading figures in telecommunications with its prestigious annual Marconi Prize and Lifetime Achievement Award, the Marconi Society at Columbia University identifies and supports groundbreaking achievements that have contributed significantly to human progress. Through symposia, conferences, forums, publications, and its on-line presence, the Marconi Society promotes awareness of major innovations in telecommunications with particular attention to understanding how they change and enhance society.