



**BROADBAND FORUM LAUNCHES LATEST TECHNICAL RELEASE
WITH INNOVATIVE SHOWCASE AT TELCO TV 2008**

22 October 2008 - To demonstrate the benefits of the Broadband Forum's latest technical standards, captured in the BroadbandSuite™ Release 3.0, a special interactive industry Showcase, "Relax- You're Connected", will be presented at this year's Telco TV 2008.

This multi-vendor Showcase is a first for Telco TV. It will walk attendees through the Broadband ecosystem and core-to-home network, explaining the latest advancements and options available for service providers to optimize their networks. The Showcase will be divided into three main areas: Access Acceleration, Mock NOC and the BroadbandHome™. This showcase is supported by:

ADTRAN	Juniper Networks
ClearAccess	Motive
Corning Cable Systems	Motorola
Ericsson	Occam Networks

The Access Acceleration area, supported by ADTRAN, Ericsson, Juniper Networks and Occam Networks, will highlight DSL and PON network equipment, as well as Broadband Services Routing technologies, which meet the real world need for speed, and also focus on the latest options and techniques for meeting the bandwidth and quality requirements of today's multi-media home. As providers strive to serve their full customer base, and fiber and wireless takes root in the network, this exhibit will take attendees through the latest architecture blueprints for developing a single network architecture-hybrid access solution.

The Mock NOC, supported by ClearAccess, Motive and Motorola, will demonstrate the valuable tools provided to Network Operation Centers (NOC) via Auto-configuration Servers, focusing on ensuring personalized Quality of Experience (QoE), and digital home remote provisioning and management. This area is key to

streamlining and automating customer equipment support and therefore reducing the maintenance costs associated with today's broadband network.

The final section of the exhibit will be dedicated to the BroadbandHome™, supported by ClearAccess and Motorola. This area will provide a look at the progress that has been made merging innovation and standards to better serve the digital home market. Special attention will be given to the standards that are simplifying and expediting IPTV deployments around the world and to the many devices and companies that are taking important steps to improve home device activation and support.

"The Broadband Forum's 'Relax- You're Connected' showcase is a compelling addition to TelcoTV's expansive exhibition. It's illustrative of the comprehensive converged broadband ecosystem that will convene in Anaheim for TelcoTV," says Bernie Arnason, TelcoTV Chairman.

"Release 3.0 is a key release for the Broadband Forum as it demonstrates how our work continues to set the bar higher for network and application performance in line with the needs of the broadband customer," explains George Dobrowski, Chairman and President of the Broadband Forum.

"With better utilization and speed drawn from the DSL infrastructure, and with the seamless incorporation of fiber into the standard architecture and management platform of the service provider, there is greater efficiency, performance and potential for the future of broadband. Thank you to all of the members who are driving the development of Release 3.0 and to all those at Telco TV who are helping to make this exhibit as fun and educational as possible."

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About the Broadband Forum

The Broadband Forum mission is to develop the full potential of broadband. Focused on home-to-core network and management solutions, our standards empower providers to achieve more with their broadband deployment. Established

in 1994 as the ADSL Forum and later as the DSL Forum, the Broadband Forum has seen its work over the past 14 years evolve from addressing physical layer ADSL transport specifications to advanced transport and management specifications for all forms of broadband. The Broadband Forum's formal BroadbandSuite™ Release Program and all technical reports are publicly available at www.broadband-forum.org.