



MEDIA ALERT

BROADBAND FORUM'S HONG KONG MEETING CELEBRATES BROADBAND MILESTONE

JOIN US FOR A SPECIAL PCCW KEYNOTE ADDRESS AS WELL AS OUR STATE OF THE BROADBAND INDUSTRY REPORT

WHO: The Broadband Forum - a global consortium of approximately 200 member companies dedicated to the development of global broadband network specifications.

WHAT: At its Quarterly Meeting, to be held in Hong Kong from September 20-24 and sponsored by Huawei, the Broadband Forum will be celebrating a **significant milestone in global broadband development.**

In a special industry update, the Broadband Forum will be announcing mid-year broadband and IPTV subscriber data for the globe and highlighting the key regions behind this great achievement. We will discuss the technical advancements that underpin this solid growth and look at open issues and opportunities facing the industry. Topics highlighted will include IPv6 developments, convergence and multi-service architecture evolution, and new work addressing new Connected Home and Broadband Business remote management requirements.

The Broadband Forum would like to invite you to this event, **either in person or through pre-arranged briefings.**

Join us in person to hear Paul Berriman, CTO of PCCW, who will give the keynote address, entitled: "Broadband Challenges for IPTV and Quad Play" on Monday 29th September at 2.00pm, or at our special "Milestone Celebration" event, sponsored by Intel, on Wednesday at 6.30pm (18:30).

If you wish to attend, or would like further information, please contact Sheila Lashford on +44 (0)7986 514240 or email sheila@splash-pr.biz. Places are limited, so please register your interest as soon as possible.

Pre-briefings regarding the mid-year subscriber data and State of the Industry Report by telephone are also available (under embargo) for those who are unable to join us in Hong Kong. These will take place from 14th to 16th September. Please contact Sheila Lashford to RSVP about these opportunities.

WHEN: Hong Kong events are listed below, please indicate when you RSPV which you will be able to attend:

- Milestone Announcement on Monday 20th September, 2010, at 2.00pm (14:00).

- PCCW Keynote Address on Monday 20th September, 2010, at 2.00pm (14:00).
- Milestone Celebration on Tuesday 21st September, 2010, at 5.00pm (17:00).

WHERE: The Excelsior Hotel (Mandarin Oriental), 281 Gloucester Road,
Causeway Bay, Hong Kong, China
Tel: +1-852-2894-8888

About the Broadband Forum

The Broadband Forum mission is to develop the full potential of broadband. Following its union with the IP/MPLS Forum, the Broadband Forum is now the central body for next generation IP network specifications. This organization, comprising around 200 members of most of the world's leading service providers, equipment manufacturers, chip vendors and other key organizations, defines and facilitates next generation networks for local broadband access, mobile backhaul, business services, IPTV, gaming and other applications, and is poised to address further developments as they arise. The Broadband Forum's formal BroadbandSuite™ Release Program, Technical Reports and specifications are publicly available at www.broadband-forum.org.