

## **DSL FORUM MAKES KEY ANNOUNCEMENTS AT BROADBAND WORLD FORUM, VENICE**

- **DSL Anywhere White Paper, European Logo Programme and New DSL Data**
- **78 million global subscribers to broadband DSL – the world's leading broadband access technology at over 60% market share**

DSL, the world's leading broadband access technology, has won 31 million new customers in the past year (to 30 June 2004), reaching 78 million of the world's total 123 million broadband subscribers - over 60% market share. This latest growth news from industry analyst Point Topic, comes as the DSL Forum released its new 'DSL Anywhere' white paper and launched the European test-based logo programme for customer premises equipment (CPE) at the Broadband World Forum in Venice (20-24 September 2004).

Speaking at the Broadband World Forum in Venice on 22 September 2004, marketing chair of the DSL Forum, Jay Fausch said: "Our DSL Anywhere white paper identifies technical options for delivering the benefits of broadband DSL to everyone regardless of where they live or work. It spells out new ways for service providers to extend the reach of DSL to 100% of residential and business customers and defines new higher speed broadband DSL options such as ADSL2plus and VDSL for service providers to deploy over their existing copper infrastructure. Many of these approaches support the video based applications that users are now demanding, opening up the market for video over DSL using the standards-based DSL technology that is already serving over 60% of the broadband world."

The DSL Anywhere white paper, a critical resource for emerging and established DSL markets, is available for download from [http://www.dslforum.org/aboutdsl/whitepaper\\_index.html](http://www.dslforum.org/aboutdsl/whitepaper_index.html) and includes all that a service provider needs to know to extend access to robust, reliable DSL services.

In parallel, the DSL Forum revealed its new European logo programme as the symbol of a disciplined approach to interoperability testing. Accredited, DSL Forum-recognised independent testing laboratories (ITLs) authorise use of this logo for CPE.

Steve Kingdom, a director of the DSL Forum said: "In many European countries, consumers are buying their DSL equipment from retail outlets, separately from their 'wires only' service provider agreement. Increasingly, those consumers will seek assurances that the equipment they select attains the essential testing criteria for quality DSL services. Our logo programme will provide that assurance for the customer and reduce the necessary testing requirements of network providers to meet the particular needs of their architecture and infrastructure." This logo programme will be applied in Europe only in the first instance. Its potential evolution for other geographic regions is in discussion.

At Broadband World Forum, the DSL Forum is showing its first European DSLHome™ demonstration of the capabilities of a DSL empowered home network. An end-to-end IP-with-QoS DSL network (based on DSL Forum Technical Report TR-059) supports the latest in home networking gateways and exciting family and home office applications at the DSL Forum stand, demonstrating to industry visitors the network potential of the newly evolved IP-centric DSL architecture, and the variety of profitable service bundles that DSL can support. The interactive exhibit provides a hands-on demonstration of video on demand, streaming video, IP telephony, remote medical monitoring, online gaming, and video conferencing.

The DSL Forum exhibit at Broadband World Forum Venice is made possible by the support and participation of the following companies:

Aethra  
Alcatel  
Apple  
Caspian Networks  
Cisco Systems  
Ericsson  
KTL  
Laurel Networks  
Linksys  
Microsoft Xbox

Netopia  
RCA  
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Spirent Communications  
SupportSoft  
Thomson

DSL Forum's President Tom Starr said: "It is exciting to see the industry working together to evolve DSL for the future. The DSLHome initiative, launched last year at SUPERCOMM, has already made great strides by developing architecture enhancements, advancing device auto-configuration specifications, enabling greater quality of service options, and building a stronger link to innovative IP-centric applications."

"Our new DSL Anywhere white paper provides greater reach and bandwidth delivery options for service providers and our new European logo programme delivers both end-user assurance and service provider value through recognition of interoperability testing achievements. Together with the full range of our continuing technical development work, these initiatives demonstrate the ever-greater capacity of DSL to remain in the forefront of the dynamic global broadband market."

***About the DSL Forum***

DSL Forum is an international industry consortium of about 200 leading service providers, equipment manufacturers and other interested parties focused on developing the full potential of broadband DSL to meet the needs of the mass market. With the established goal of 200 million customers by the end of 2005, DSL Forum works to streamline processes, develop specifications and share best practices that set the stage for effective deployments and explosive global DSL growth. By developing new standards and embracing new applications, DSL Forum is tailoring DSL to meet the needs of the next generation of multi-media services and the online community. Established in 1994, more information about the DSL Forum is available from its industry site [www.dslforum.org](http://www.dslforum.org).

DSL - more than a phone line - it's a global solution./center>

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