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METRO ETHERNET

Real broadband, real possibilities

Real broadband delivered over Metro Ethernet is a very high performance approach to internet access and greatly improved network services for both businesses and residences. Because it is based on proven Metro Ethernet standards, real broadband is today delivering data, voice, video and advanced applications at up 1000 times faster than current ADSL and cable broadband connections. Real broadband is the next generation in internet access and it's also a unified platform for important new education, entertainment, ecommerce and knowledge sharing applications that will improve the quality of life in Europe for years to come. Metro Ethernet technology is the future but it's already in use across many metropolitan areas of Europe. Real broadband has real possibilities!

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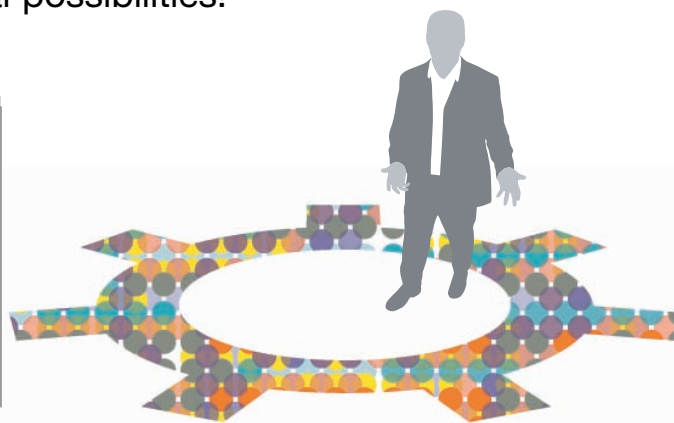


Imagine a world without broadband



Expert analysis

Read an [interview](#) with **Light Reading's** Peter Haywood: Why Metro Ethernet is the future-proof approach to broadband for business and residential applications.



Executive overview

The forces that are now driving the real broadband movement in Europe have been developing for a long time. These forces have lead to a major bottleneck between users and advanced internet services. Find out how Real broadband breaks the access bottleneck as it gives users all over Europe unprecedented network performance for full quality voice, video, TV, security and real time collaborative applications.

[Click here for Metro Ethernet technology and industry overview.](#)

Building real broadband – how it's done

Get to know the three basic building blocks that are the foundation for any successful Metro Ethernet deployment... [click here.](#)

The benefits & impact on...

Utility companies Metro Ethernet gives utility companies the ability to create sustainable new revenue streams and a more stable customer base from existing rights of ways and utility assets. [Click here for more information](#)

Municipalities and Government The benefit for government and municipalities is an advanced communication infrastructure that supports a higher rate of economic growth, enhanced inward investment, a more flexible workforce, and a better educated public. [Click here for more information](#)

Service providers For network service providers, it is the chance to get involved in one the most significant and profit producing technology rollouts of the post industrial era. [Click here for more information](#)

Property developers Real broadband over Metro Ethernet is a competitive advantage for property companies - buildings that deliver superior voice, data, video and security services on a cost effective integrated Ethernet infrastructure. [Click here for more information](#)

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METRO ETHERNET

Real broadband for utility companies

Metro Ethernet is a 'must have' extension to your services portfolio

Faced with increased competition, and regulation of rate structures, utilities are today under ever growing pressure to diversify and enhance their revenue streams. But in spite of all the regulatory and competitive challenges they face, utilities companies have some key market advantages that make them valued partners in the Real Broadband era.

Utility advantages include the rights of way associated with gas, electricity and water infrastructure; existing fiber optic cable plants; large established customer base; billing and customer service systems; as well as long standing interrelationships with governments and municipalities. In general, utility companies are very well placed to take advantage of their existing rights of way to add next generation broadband to their service portfolio.

Click on a title subject below for more information:

The benefits & impact

- [Metro Ethernet – the next big utility play](#)
- [The ultimate renewable utility](#)
- [Real broadband - a real bottom line benefit](#)

Planning real broadband

- [Metro Ethernet: How it's deployed](#)
- [Getting organized for real broadband](#)
- [Partnerships payoff](#)

Industry news

- [Latest news for the utilities sector](#)

Useful contacts

- [Contacts displayed in alphabetical order](#)

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Delivering video, audio and data to you

TANDBERG
Television



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METRO ETHERNET

Our ecosystem

Only Metro Ethernet can deliver integrated voice, data and video capable of changing buildings, cities and entire regions. The opportunity is best approached with synergistic partnerships among players with an interest in infrastructure or Internet services. Cisco can help you seize the opportunity. No one knows the Metro Ethernet market better than Cisco. Cisco is a trusted advisor to all the parties involved in real broadband, and is driving the industry through innovation in architecture, technologies and standards.

There are clear criteria for success, and Cisco with its ecosystem of partners have the expertise and resources to help you meet these. A network of consultants is available to provide advice on planning, funding and deployment.

Click on a Partner below for more information:

Imagine Broadband

Imagine Broadband is one of the leading providers of provisioning broadband solutions. Imagine have experience implementing broadband services across a number of sectors including, cable operators, telecommunication operators, banks and financial institutions, utilities and home entertainment providers.

Tandberg Television

Tandberg Television is a recognised innovator in digital broadcasting. Tandberg's solutions enable the delivery of video, audio and data across various networks including cable, terrestrial, IP and telecom.

Panduit

Panduit is recognised as a leading manufacturer of high-quality products for wiring and communications applications. Panduit are renowned for innovative products that offer maximum reliability.

APC

APC provides power protection, environmental control and site monitoring services that are designed to proactively identify and correct problems before downtime occurs.

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Network solutions to suit your needs



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METRO ETHERNET

with Imagine Broadband

**Imagine a world
without broadband**



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Whatever the industry or activity, the continuing pressure on network operators is to create and deploy new services in the most efficient manner and to the highest quality standards. Imagine broadband™ Engineering is renowned for helping customers realise these goals by resolving complex problems with elegant solutions that change the perception of technology from disabler to enabler. We understand the dynamics of the marketplace and have expertise in every facet of large scale network operations including the design, development and delivery of new services through to operational hand-over and long term operations responsibilities.

Imagine broadband™ Engineering has the inherent flexibility to tailor service solutions to your exact needs. Whatever the scope or complexity of the project, we have the capabilities to deliver a complete turnkey environment or simply provide ad-hoc expertise to augment your own internal resources.

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Case studies from Imagine Broadband

▶ Find out how many utility companies, service providers, municipalities, property owners and developers have benefited from adopting real broadband with Imagine.

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Best practise and white papers from Imagine Broadband

▶ Speak to experts from Imagine, and other partner companies about how your organisation can benefit from adopting real broadband. Our free 1 hour conference call is a valuable, personalised way to recognise the difference that real broadband can make to your business.

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METRO ETHERNET

with Tandberg Television

Delivering video, audio and data to you



[Click here at www.tandbergtv.com](http://www.tandbergtv.com) for more information on Tandberg Television

Our solutions enable the delivery of video, audio and data across various networks including cable, satellite, terrestrial, IP and telecom. TANDBERG Television is a recognised innovator in digital broadcasting and its broad technology offering is complimented with the highest quality systems integration and customer service.

The company is an innovator in digital broadcasting and its broad offering includes professional receivers, MPEG encoders, modulators, multiplexers, a range of solutions for transport stream processing, easy to use control and monitoring solutions, as well as market leading Digital Satellite News Gathering (DSNG) and Digital ENG.

Across its business TANDBERG Television continues its commitment to total solutions provision, which it has extended through the formation of a number of significant alliances, such as Cisco, Logic Innovations and SkyStream.

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METRO ETHERNET

with Panduit

Network solutions to suit your needs



Panduit is a world-class manufacturer committed to innovation and excellence. They have continually lived up to that commitment with the help of superior people, the latest equipment and future-oriented management. Today, Panduit is recognized as a leading manufacturer of high-quality products for wiring and communications applications. They are also known for innovative products that offer maximum reliability at the lowest total installed cost. This reputation gives them a powerful advantage in today's competitive worldwide marketplace.

The Panduit Network Connectivity Group offers the most complete network infrastructure solutions in the world. Products include copper and fiber optic connectors and patch cords, communication outlets, rack systems, surface raceway systems, fiber routing systems, grounding systems, cable tie systems and identification systems

The Panduit Electrical Group offers a broad range of innovative wire management solutions to provide you with the highest installed value and lowest cost of ownership. Products include cable ties, terminals, power connectors, identification systems, wiring duct, surface raceway, heat shrink tubing, and wire abrasion protection.

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METRO ETHERNET

with APC

The power behind your business



When APC began selling power protection equipment, networking was in its infancy. Most computer users were still transferring data on the 'sneaker net' using 512k floppy disks. As networking began to evolve, users began to use linked PCs to share files and print documents, which gradually increased the importance of the computers and equipment upon which these tasks were transacted. Still, the number of people protecting the hardware and data with UPSs was small.

Initially, the motivation for using APC's products was to protect the hardware itself. As more and more data was passed across networks, our customers began recognizing the importance and value of the data on their servers and PCs; they quickly began protecting this data as well. As the value of data grew exponentially, the importance of protecting the availability of the network reached critical mass. A growing number of customers cannot tolerate any downtime in their networks.

In the last few years, the value of the data being created, transferred and stored has continued to multiply. Not only is the quantity of data increasing, but E-commerce applications are literally transferring, processing and storing money on the servers we protect. As a result, highly reliable solutions like our Power Array technology are being adopted by industry-leading global enterprises to ensure E-commerce delivers on its promise.

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Case studies from APC

▶ Find out how many utility companies, service providers, municipalities, property owners and developers have benefited from adopting new data requirements from APC

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Best practise and white papers from APC

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The power behind your business

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Legendary Reliability™

Our Ecosystem



Imagine Broadband is one of the leading providers of provisioning broadband solutions. Imagine have experience implementing broadband services across a number of sectors including, cable operators, telecommunication operators, banks and financial institutions, utilities and home entertainment providers.

TANDBERG Television

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METRO ETHERNET

Real broadband, real possibilities

Real broadband. Real possibilities brochure

Find out how real broadband can make a difference to your business.

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Real broadband. Real possibilities DVD

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In our 'Real possibilities workshops' experts from Cisco and our partner companies, will explore the commercial and technical implications of real broadband with your board. The workshops scope and assess the business planning and feasibility issues of adoption.

[Workshops are organised after your "Real possibilities conference call"](#)

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METRO ETHERNET

Real broadband, real possibilities

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In what industry does your company operate?

At what stage are you at with Metro Ethernet?

What role would you consider for your organisation?

Please specify the primary country in which you operate

What is your organisation's annual turnover?

What is your role in the decision making process?

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