



Your Partner for Growth

ADDRESSING CABLE BACKHAUL: CHALLENGES AND OPPORTUNITIES

ECI Telecom, Bright House Networks and Heavy Reading to Share Perspectives on How MSOs Can Tap into the Mobile Revenue Stream

Petach Tikvah, Israel – SEPTEMBER 7, 2010 – ECI Telecom, a global provider of networking infrastructure solutions, is hosting a live webinar in conjunction with Bright House Networks and Heavy Reading. This webinar will shed light on how Multiple System Operators (MSOs) can take advantage of the new revenue opportunities associated with the provision of wireless backhaul.

MSOs' fiber-rich, Ethernet-enabled networks reach today most cell towers in metropolitan areas. The incremental costs of adding cellular backhaul capability to their networks can be easily justified by the sizeable revenues that the service can generate. For wireless operators, cable providers bring an attractive value proposition, including the option to buy capacity rather than build out of territory. Also, cable operators offer a better wholesale alternative than buying backhaul lines from competitive Local Exchange Carriers (LECs).

This live webinar will discuss the technical building blocks that MSOs must add to their networks to support backhaul, the various technological options for delivering backhaul service, and the key benefits that MSOs can tout to wireless providers.

When:

Tuesday, September 7, 2010
12:00 p.m. EST / 5:00 p.m. GMT

Who:

Rafael Francis, Associate Vice President, Technologies and Marketing, Americas at ECI Telecom;
Ed Mallete, Principal Design Engineer at Bright House Networks; and
Alan Breznick, Senior Analyst at Heavy Reading

Where:

To register or for more information [click here](#)

About ECI Telecom

ECI Telecom delivers innovative communications platforms to carriers and service providers worldwide. ECI provides efficient platforms and solutions that enable customers to rapidly deploy cost-effective, revenue-generating services.

Founded in 1961, Israel-based ECI has consistently delivered customer-focused networking solutions to the world's largest carriers. The Company is also a market leader in many emerging markets. ECI provides scalable broadband access, transport and data networking infrastructure that provides the foundation for the communications of tomorrow, including next-generation voice, IPTV, mobility and other business solutions. For more information, please visit www.ecitele.com.

Certain statements contained in this release may contain forward-looking information with respect to plans, projections or future performance of the Company. By their nature, forward-looking statements involve certain risks and uncertainties including, but not limited to, product and market acceptance risks, the impact of competitive pricing, product development, commercialization and technological difficulties as well as other risks.

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