



For Release

FIERCE INNOVATION AWARDS: TELECOM EDITION ANNOUNCE FINALISTS, ECI RECOGNIZED FOR CORE NETWORKING

Petach Tikva, Israel, November 2, 2016 --- ECI, a global provider of ELASTIC Network® solutions, for service providers, critical infrastructures, and data centers operators, announced today that it has been selected as a finalist in this year's Fierce Innovation Awards: Telecom Edition, a carrier-reviewed awards program from the publisher of *FierceWireless*, *FierceTelecom* and *FierceCable*. ECI was recognized as a finalist in the category of Core Networking.

ECI was selected as a finalist for its innovative, industry leading product, the Apollo 9900 series of high capacity, multi-layer switching platforms specifically suited for Core Networks.

Finalists' applications were reviewed by an exclusive panel of executives from major telecommunications companies including Verizon, TeliaSonera, Comcast, Sprint, and T-Mobile. Full profiles of the judges can be found at https://www.fierceinnovationawards.com/telecom/2016#our_judges.

All applications were evaluated based on the following criteria: effectiveness, ease of use/ ROI, true innovation and end-user impact.

"We are excited to be recognized by Fierce Innovation Awards' distinguished panel of judges. The 9900 series of OTN core switches was developed with the understanding that service providers are both looking for the best combination of resilient technology, small footprint and low power consumption, as well as platforms with an inherent evolutionary path into the new world of SDN/NFV enabled networks," said Jimmy Mizrachi, EVP Global Portfolio at ECI.

Mr. Mizrachi continued, "As traffic from the network edge continues to grow – thanks to cloud services, video streaming, and 4G/5G mobile technologies – the pressure on the core network is multiplied. Service providers want to ensure that the core networking investments they make today will continue to serve them for many years. In this fluctuating business environment, the core network must be treated as a strategic asset."

ECI believes that core networking deployments must address four key business challenges:

1. **FAST FLEXIBLE PROVISIONING** - Creating bandwidth connections flexibly to respond rapidly to new service requests and changing traffic patterns.
2. **MAXIMIZING CAPACITY** - Extracting maximum bandwidth from the infrastructure, particularly in the face of impending physical constraints like the Shannon Limit.

3. PACKET FRIENDLINESS - Supporting optimized transport for packet services, which constitute the source for most traffic growth, while continuing to support existing services.
4. REVENUE GENERATION - Offering innovative new bandwidth services and features that add to revenue streams.

ECl's Apollo 9900 series does all this and more in the densest, most energy efficient, hybrid OTN/Packet switch on the market today.

To learn more about ECl's Optical Solutions, please visit:

https://www.ecitele.com/media/1680/apollo-opt990-white-paper_web.pdf.

About FierceMarkets

FierceMarkets, a division of Questex, LLC, is a leader in B2B e-media, providing information and marketing services in the telecommunications, life sciences, healthcare, IT, energy, government, finance, and retail industries through its portfolio of email newsletters, websites, webinars and live events. Every business day, FierceMarkets' wide array of digital publications reaches more than 2 million executives in more than 100 countries.

Current publications include: **Telecom:** *FierceWireless; FierceCable; FierceDeveloper; FierceOnlineVideo; FierceTelecom; FierceWirelessTech; FierceWireless:Europe /TelecomsEMEA, FierceInstaller; an Telecom Asia;* **Healthcare:** *FierceEMR; FierceHealthcare; FierceHealthFinance; FierceHealthIT; FierceHealthPayer; FierceHealthPayerAntiFraud; FierceMobileHealthcare; FiercePracticeManagement and Hospital Impact;* **Life Sciences:** *FierceBiotech; FierceBiotechIT; FierceBiotech Research; FierceCRO; FierceDiagnostics, FierceDrugDelivery; FierceMedicalDevices; FiercePharma; FiercePharmaAsia; FiercePharmaMarketing; FiercePharmaManufacturing; FierceVaccines and FierceAnimalHealth* **Enterprise IT:** *FierceBigData; FierceCIO; FierceContentManagement; FierceDevOps; FierceEnterpriseCommunications; FierceITSecurity and FierceMobileIT;* **Finance:** *FierceCFO; and FierceFinanceIT;* **Government:** *FierceGovernment; FierceGovernmentIT; FierceHomelandSecurity; FierceMobileGovernment; FierceCities and FierceGovHealthIT* **Marketing & Retail:** *FierceCMO; FierceTechExec.*

ABOUT ECI

ECI is a global provider of ELASTIC network solutions to CSPs, critical infrastructures as well as data center operators. Along with its long-standing, industry-proven packet-optical transport, ECI offers a variety of SDN/NFV applications, end-to-end network management, a comprehensive cyber security solution, and a range of professional services. ECI's ELASTIC solutions ensure open, future-proof, and secure communications. With ECI, customers have the luxury of choosing a network that can be tailor-made to their needs today as well as seamlessly and cost effectively upgraded to meet future requirements. For more information, visit us at www.ecitele.com.