



ECI Telecom Receives 2009 Cable.TMCnet.com Product of the Year Award

CESR 9710 Carrier Ethernet Switch/Router Honored for Outstanding Innovation

Petach Tikvah, ISRAEL – January 11, 2010 – The [CESR 9710](#) Carrier Ethernet Switch/Router platform from ECI Telecom has been named a 2009 Cable.TMCnet.com Product of the Year by [Technology Marketing Corporation](#) (TMC).

ECI's innovative SR9710 uses best-of-breed technology to bring the qualities of transport products to service providers, creating a scalable packet platform for the Metro core and aggregation domains. The SR9710 Carrier Ethernet Switch/Router ([CESR](#)) is a cost-effective, [MEF](#) (Metro Ethernet Forum)-certified solution that enables service providers to enjoy a broad portfolio of business and residential services such as Triple Play services, Layer 2 Virtual Private Networks (VPNs), IP VPNs and Metro Ethernet services (E-Line, E-LAN, E-Tree).

The 9700 Series works in concert with the entire ECI portfolio to provide a complete solution tied together by ECI's [1Net](#) architectural framework – a strategic approach designed to enable gradual, cost-effective transition to next generation networks and services.

The 1st Annual Cable.TMCnet.com Product of the Year Award winners will be featured on the [Cable.TMCnet.com](#) Web site and published in its [e-newsletter](#).

For more information about the 2009 Cable.TMCnet.com Product of the Year Awards or any of the TMC media properties, please visit [www.tmcnet.com](#).



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Quotes:

“Cable.TMCnet.com is pleased to grant a 2009 Product of the Year Award to ECI Telecom for their CESR 9710. ECI has proven they are committed to quality and excellence while addressing real needs in the marketplace. We’re proud to honor their accomplishments in the advancement of the cable technology industry.”

– [Rich Tehrani](#), CEO, TMC

“Our MSO, triple-play and other customers already appreciate the benefits of our flexible CESR products in their transport networks. This award is a reflection of the ECI 1Net strategy which helps service providers transition into future technologies and services at their own pace.”

– Eyal Shaked, Head of Network Solutions Division, ECI Telecom

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Links



High-resolution graphics are available for download at flickr.com/photos/ecitelecom



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Keywords/tags

[ECI Telecom](#), [TMC](#), [CESR, 9710](#), [Carrier Ethernet](#), [1Net](#), [MSO](#), [multi-play](#), triple-play, Metro Ethernet, VPN, E-Line, E-LAN, E-Tree, MEF, cable, award

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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About ECI's 1Net

ECI's 1Net framework defines our focus on facilitating our customer's optimal transition to Next-Generation Networks. This is based on the unique combination of innovative and multi-functional networking equipment extending from the access to the core of transport networks, fully integrated solutions and a full suite of professional managed services. As a partner for growth, with 1Net, ECI delivers the highest level of cost-effective support and flexibility for carriers today and in the future, resulting in improved time to market for services and offerings, reduced total cost of ownership and increased business performance.

About TMC

Technology Marketing Corporation (TMC) is a global integrated media company helping our clients build communities in print, in person and online. TMC publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [NGN](#) magazines. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two million unique visitors each month on average worldwide, according to Webtrends. TMCnet has ranked within the [top 3,500](#) in Quantcast's Top U.S. sites, placing TMCnet in the nation's top .03% most visited Web sites. In addition, TMC produces [INTERNET TELEPHONY Conference & EXPO \(ITEXPO\)](#); [Cable Conference](#) and [M2M Evolution](#) (in conjunction with Crossfire Media); [Digium|Asterisk World](#) (in conjunction with Digium); and [Smart Grid Summit](#) (in conjunction with Intelligent Communication Partners). For more information about TMC, visit <http://tmcnet.com/>.

TMC also serves technology professionals with industry-specific Web sites: [IT.TMCnet.com](#), [4G-wirelessevolution.TMCnet.com](#), [M2M Evolution.com](#), [Smart-Grid.TMCnet.com](#), [Smart Products Ecosystem](#), [Robotics.TMCnet.com](#), [Cable.TMCnet.com](#), [Satellite.TMCnet.com](#), [Green.TMCnet.com](#), [Healthcare.TMCnet.com](#), and [Education.TMCnet.com](#).

For more information about TMC, visit www.tmcnet.com.

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