



Financial Times, 03.12.1993, 2.

**EIUF (European ISDN User Forum):
EURIE '93, the European ISDN EVENT
Brüssel 1993
(c/o IRIS MEDIA, Berlin)**

THE CONCEPT: The European telecom operators signed a Memorandum of Understanding in April 1989 committing themselves to a standardised, future-oriented digital network, ISDN. This network will allow for high-speed transmission of information, such as voice, text, images, sound.

THE MARKET: The Pan-European ISDN Showcase kicked off Euro-ISDN with more than 75 showrooms and open houses in all major European cities, organised by 22 telecom operators in Europe, the Commission of the European Communities and more than 60 sponsors on December 14-16, 1993. EURIE '93 featured many advanced ISDN applications, including the four "basics": videotelephony, G4 facsimile, 7 kHz telephony and Euro File Transfer. EURO-ISDN covers a potential market of more than 300 million customers with various corporate and ethnic cultures, who can be united technically through the standard language, ISDN. The major players in European telecommunications rely and build on this commonly approved standard.

THE FUTURE: The stage is set for ISDN to go global. Europe is changing rapidly, both technically and politically. Even before 1998, ISDN will play a major role between the world's telecommunications