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## **PRESS RELEASE**

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### **TELECOM OPERATORS REVEAL FRAMEWORK FOR EURIE '93**

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#### **The Event**

Plans for EURIE '93, the EURopean ISDN Event, are taking off. Now 22 operators and more than 50 European-based suppliers of ISDN equipment and applications have confirmed their participation in the event. The operators met in Oslo on September 7th to discuss the framework of the event.

From December 14 - 16 in over 50 European cities showrooms will be open to the public. At least 4 ISDN applications - video telephony, G4 facsimile, 7 kHz telephony and common standard file transfer - will be demonstrated nationally and internationally from: Austria (PTT Austria), Belgium (Belgacom), Denmark (Tele Danmark), Finland (Telecom Finland, The Association of Telephone Companies in Finland), France (France Telecom), Germany (Deutsche Bundespost Telekom), Greece (OTE), Ireland (Telecom Eireann), Italy (IRITEL, ITALCABLE, SIP), Luxembourg (Entreprise des P&T Luxembourg), The Netherlands (PTT Telecom Netherlands), Norway (Norwegian Telecom), Portugal (Telecom Portugal, T.L.P.), Spain (TELEFONICA de España), Sweden (Telia International AB), Switzerland (Swiss PTT Telecom) and from the United Kingdom (British Telecom, Mercury Communications). In addition a number of activities will be organised using ISDN connections all over Europe, such as Santa Claus sending his Christmas greetings to children throughout Europe via ISDN.

The **European Commission** will organise and host the opening ceremony at the central EURIE'93 event in Brussels on the morning of December **14th**, including speeches from CEC representatives and the Chairman of the Board of Belgacom, and will be broadcast live between 10:30 and 11:00 (GMT +1) via 1501 using videophones to the other European countries.

## The operators

In Austria Austrian PTT will team up with the ORE and tie its event, taking place on December 14th, into the pre-Christmas charity campaign 'Licht ins Dunkel', raising money for the handicapped through auctions. The main showroom will be in Vienna at their own training and education center (Berufsbildungszentrum der Post und Telegraphenverwaltung) and there will be other locations in Graz, Linz, Innsbruck, Klagenfurt and Salzburg. The program on December 14th will be officially opened at 10:00 by the Minister of Transportation, Viktor Klima, and Director General Sindelka and will include journalists and company representatives. The opening in Brussels will be broadcast over videotelephony. Greetings to Director General Rosenberg at Swiss Telecom PTT will also be sent via ISDI over video telephone. After a buffet there will be a live broadcast from Vienna by 03 radio. The showrooms will be open through December 16th for ISDN presentations to inform customers of ISDN and particular applications and products.

Note to the editor: For more information call Dr. Karl Holleschek, Tel.: +43 1515515041

In Belgium Belgacom, together with the European Commission, will organise a showroom in Brussels including application and product demonstrations on the afternoon of the 14th in conjunction with more than 20 companies specialised in this area - most of whom are sponsors of the event.

Note to the editor: For more information about the central event call Mr. Yves Domzalski, The Commission of the European Communities, : Tel.: +32-2-2969015 or Mrs. Gerda Quaghebeur, Belgacom, Tel: +32 2 2028229.

In Denmark Tele Danmark plans two showrooms: the main one in Copenhagen and a second one in Arhus, both at its own premises. They will both be open December 14-16. Partners receive free demonstration facilities and ISDN lines.

Note to the editor: For more information call Mr. Benny Dam, Tel.: +45 33994041.

Telecom Finland will have four showrooms during the event: the main location in Helsinki, one in Lappland in Rovaniemi, and two satellite stations in Jyväskylä and Lappeenranta. The showroom in Rovaniemi will feature communication with Santa Claus over videotelephony. The opening ceremony will be broadcast from Brussels to Helsinki via videotelephony. Also in Helsinki: an exhibition and demonstrations featuring ISDN. The Jyväskylä showroom will feature teletraining and teleworking and will include demonstrations. Telemedicine will be the focus in Lappeenranta.

Note to the editor: For more information call Ms. Heidi Kaila, Tel.: +358 0 7042346.

The Association of Telephone Companies (ATC) in Finland will have a main showroom in Helsinki and other showrooms in Turku and Lahti. The ATC will demonstrate the following: PictureTel videophone systems, ISD' phones, TINA ISDN-PC card solutions, G4 fax (Canon) and a Hicom '100 switch (Siemens ©Y). Other companies involved in the event: Alcatel Finland, Ascom Fintet Iy, AVM GmbH, Canon Finland, diehl isdn GmbH, Euronis, Heath Comm, IBM CER, ITK, Nokia Telecommunications, Norecom, Orsenna, OST, Teles GmbH.

Note to the editor: For more information call Mr. Risto Niku, Tel: +358 0 6063970.

France Telecom will center its event in Paris and have 4 satellite showrooms in Bordeaux, Sophia Antipolis, Lyon and Roubaix. Other showrooms in France Telecom subsidiaries abroad will also be in the show. The event will include ISDN demonstrations of Teledisquette, the Eurofile Transfer solution and videoconferencing from Paris to different countries. Other demonstrations will also take place with France Telecom sponsors in French locations.

Note to the editor: For more information call Ms. Dominique MARTY, Tel: +33 1 44445358.

Germany's event will be organised by the Deutsche Bundespost Telekom, whose main showcase will be in Bonn on December 14th. The event will include application demonstrations as well as regional events in Berlin, Düsseldorf, Frankfurt, Hamburg, Munchen, Nürnberg and Stuttgart. On the 14th the facilities will only be open to Telekom's own clients. The public may view the ISDN applications on December 15th and 16th.

Note to the editor: For more information call Mr. Rüdiger Staats, Tel: +49 228 1819419.

In **Greece** OTE is planning one showroom in Athens at its own premises and may add more later. These applications will be shown: videotelephony, G4 fax, file transfer and 7 kHz telephony.

Note to the editor: For more information call Mrs. DANELLI, Tel: +30 1 6118996.

In **Ireland** Telecom Eireann will centre its event in Dublin at the Telecom Eireann ISDN demonstration centre, and in another centre in the capital yet to be decided. A breakfast launch will be held for the press on December **14th** and for the remainder of that day plus the 15th and 16th several events will be hosted by Telecom Eireann. The centre will be open to the public. The 5 sponsors, Klas **Ltd.**, Advtec Ltd., Digital Communications Management Ltd., Gandalf Ltd., and the Information Technology Centre, will be provided with ISDN connections and will run events of their own on the 15th and 16th. Some regional connections are also planned. Other Irish based companies are expressing an interest in taking part.

Note to the editor: For more information call Mr. Justin Treacy, Tel: +353 1 7901008,

**Italy**: SIP has planned, together with ITALCABLE and IRITEL, to realise three showrooms located in three important centers: Rome, Milan and Venice. These showrooms, where 30-40 companies will show ISDN applications, will be open December 14 - 16. The opening event in Brussels will be broadcast to the site in Rome via videotelephony\_

Note to the editor: For more information call Mr. Rolando Bottoni, ITALCABLE, Tel: +39 6 57344523 or Mr. Bernardino De Rito, SIP, Tel: +39 6 36884488.

The Entreprise des P&T **Luxembourg** will organise an ISDN-colloquy from December 14 to 17. The colloquy will be opened by a conference on the status of ISDN in Luxembourg. This conference will address technical and commercial aspects. With the participation of the major national suppliers of 'SDN equipment, typical ISD' applications such as PBX interconnection, fax G4, file transfer and videoconferencing **will** be presented to the public in practical showcases. The venue to the ISDN colloquy is the Division des Télécommunications, 2 rue Emile Bian,

L-2999 Luxembourg (Tel.: +352 49915656).

Note to the editor: For more information call Mr. Joseph Glod, Tel: +352 49915520.

PTT Telecom **Netherlands** will have its center in Rotterdam at the Erasmus University. The event will include ISDN demonstrations of over 20 'SIN service and equipment providers and an ISDN conference. The conference and exhibition are open to the public free of charge. For more information you can call Mrs. Liteke Grootendorst, Tel.: +31 70 3439488 or Mrs. Corinne der Kinderen, Tel.: +31 70 3432473.

Note to the editor: For more information call Mieke Plaschke, Corporate Communications, Tel: +31 70 3329301.

In **Norway** there **will** be one showroom in Oslo housed at Norwegian Telecom. Approximately 20-25 companies will be showing their applications there. Norwegian Telecom is planning to launch more services in addition to ISDN at the event and is offering free demonstration space and free ISDN lines to the participating companies. This event is connected to the Olympic Winter Games to be **held** in February 1994 in Lillehammer.

Note to the editor: For more information call Mr. Ragnar SØRUM, Tel: +47 22 778682.

In Portugal Telecom Portugal and TIP are planning a joint showroom in Lisbon. Telecom Portugal will also have up to five showrooms in Portugal. TIP will have a second showroom in Porto. The main showroom in Lisbon will be open to the public.

Note to the editor: For more information call Ms. Maria João Lopes, Telecom Portugal, Tel: +351 1 3504441; Mr. Antero Aguilar, TIP, Tel: +351 1 147797.

In Spain Telefonica de España will have four showrooms: in Madrid, Barcelona, Sevilla and Santiago. 1501 facilities will be made available to the sponsors to exhibit their applications.

Note to the editor: For more information call Ms. Marta Echavarri, Tel: +341 5840837.

Sweden: Telia International AB's main center will be in Stockholm with three sub centres in Gothenberg, Malmö and Sundsvall. The location, ISDN accesses and traffic costs will be provided free of charge. The company plans to involve approximately 50 sponsors in the event. International 1501 ('SUP) connections are planned to the Netherlands, Portugal, and Switzerland. The opening ceremony in Brussels will be broadcast to the Stockholm site. The keynote speaker will be Telia's Corporate Executive Officer, Tony Hagström. Telia will publish its own ISDN handbook for the event, containing 1501 information in Sweden, co-sponsor product information, and other information relating to ISDN. The state authority for type approval has granted permission to allow ISIN product dispensation for those products awaiting type approval during EURIE'93.

Note to the editor: For more information call Mr. Peter Östergren, Tel: +46 8 7131799 or Mr. Björn Stolpe, Tel: +46 8 6115605.

Swiss Telecom PTT will operate a 3-day showroom at the BEA Congress Centre in Berne. The event will include company demonstrations of ISDN applications and products. On December 14th the morning program will be mainly for the media, including a welcome speech by a Swiss Telecom PTT representative, live transmission of the opening ceremony in Brussels, and videoconferencing with partners in the Netherlands and Sweden. In the afternoon the showroom will be open for the media, Swiss Telecom PTT managers and staff involved with ISDN.

Note to the editor: For more information call Mr. Frédéric Burgdorfer, Tel: +41 31 3385351.

In the **United Kingdom**, BT (British Telecom) and Mercury Communications are organising events. BT is planning six public demonstration centres in London, Birmingham, Manchester, Glasgow, Belfast and Aberystwyth, along with a press conference. They will be open from December 14-16. BT will dial into the inauguration ceremony from the press conference (press breakfast). In addition, eight suppliers want to use their own sites to demonstrate applications.

Note to the editor: For more information call BT, Mr. Jim Pickard, Tel: +44 71 3568952 or Mr. Ray Pritchard, Tel: +44 71 3564208.

Mercury plans to run a number of applications demonstrations at its facilities in London and Bracknell as well as relaying the opening ceremony to its videoconferencing facilities at the Hotel Intercontinental on Park Lane in London.

Note to the editor: For more information call DPA Public Relations, Tel: +44 483 456666.

## III The Sponsors

The official sponsors of **EURIE '93** are: 3 Net, ACAMAS Electronique, Acotec GmbH, Advtec, Alcatel Network Systems, Anchor Datacom, Ascom Business Systems AG, Ascom Zeecom AG, AT&T Network Systems International, AVM GmbH for International Communication Technology, BinTec Computersysteme GmbH, ComTech SAWN, Controlware GmbH, CPV-Stolimann Vertriebs GmbH, Dassault Automatismes et Télécommunications, Datentechnik, DATUS elektronische Informationssysteme GmbH, Develcon Electronics Ltd., diehl isdn GmbH, Digital Communications Management Ltd., Elmeg GmbH Kommunikationstechnik, Entec Efficient New Technology AG, EURONIS, EUROPE 1, Gandaif, Hewlett Packard, IAT AG, IBM CER, Instituto de Engenharia de Sistemas e Computadores, Information Technology Centre, Isolectra, ITK GmbH & Co KG, KLAS LIMITED, Lightning Instrumentation S.A., Matra Communication - EGT, mbp Informations-technologie GmbH, Motion Media Technology, NCR I AT&T, Newbridge Networks, Northern Telecom Meridian, Ouest Standard Telematique S.A., Philips Communication Systems BV, Promptus Communications (UK) Ltd., Racal Datacom Ltd., RICOH EUROPE B.V., Siemens AG, Société Anonyme de Télécommunications, Spider Systems Ltd., Telenorma GmbH, Teles GmbH, Telindus Networks NI, 'TEL Europe Ltd., Wendt & Klütmann, You/Com Telecommunicatie BV.

All sponsors are either public or private organisations, or manufacturers and service providers of ISDN equipment: e.g. ISDN public switches, ISDN PABXs, ISDN terminal equipment (telephone, video phone, fax machine, etc.), ISDN terminal adaptors, ISDN videoconferencing equipment, ISDN PC adaptor cards, ISDN software (file transfer, E-Mail, multi-media), ISDN networking solutions (bridges, routers, backup systems), ISDN applications (TeleTeaching, Image database, business radio), etc.

Arrangements for sponsorship were initiated by the IMIMG (ISDI-ICU Implementers Management Group) in an announcement in May 1993, followed up by ExperTeam Telecom, Germany, and finalised on a bilateral basis with each national telecom operator. The deadline for joining the event as a sponsor is 15 October. Interested companies can contact ExperTeam Telecom (Mr. Eckhard Oberfrank, Tel: +49 231 7546 311 or Mr. Georg Seis, Tel: +49 231 7546 421; Fax for both: +49 231 7546 754).

Information about the sponsors will be provided in a **EURIE '93 handbook**, produced by Ovum and Fischer & Lorenz especially for this occasion and distributed internationally. It will include details about the event (products, applications demonstrated) and Euro-ISDN information (tariffs, national availability, international connections, applications, services, contact points, test labs and type approval bodies).

## IV Background Information

We will help you find the information you need and contact the appropriate partners.

For background information EURIE<sup>93</sup>, EURO-ISDN, the sponsors and their products and applications, etc. contact Ms. Claire Sehringer or Dr. Wolf Siegen at **IRIS® Media** (ISDN-Telephone & Videophone: +49-621-336000.0, Fax: +49-621-333056).

The latest updates for EURIE '93 will be presented at the next European ISDN User Forum (EIUF) in London October 25 - 27. For more information about EIUF contact Ms. Susanne Schwarz, Tel: +32-2-2968628.

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