

Aurora Networks Addresses Needs of China's Cable Market at CCBN 2012

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Cable's optical transport leader to display its leading optical transport solutions at the largest broadcasting technology and equipment expo in Asia-Pacific

SANTA CLARA, CA - March 14, 2012 - Aurora Networks, Inc., the No.1 optical transport solutions provider for cable operators, will showcase its innovative transport technologies at CCBN 2012, taking place March 21-23 at the China International Exhibition Center (CIEC) in Beijing, China.

At CCBN, Aurora Networks will demonstrate how its leading, multi-service access solutions can help the region's cable operators meet the growing demands associated with next-generation services – including demand-growth, headend and hub space limitations and cost-reduction challenges. In addition, the company will further showcase its proven innovation and expertise through its renowned solutions such as its end-to-end PON portfolio – including a full display of the Trident7™ technology, RFoG, Fiber Deep, VHub™ and Digital Return Platform.

Experts from the company will be on-site to answer questions and to detail the ease of setup and operation of its solutions. Aurora Networks' booth number at the show is 2505.

What Aurora Networks says

"Cable operators are always looking for ways to increase network capacity to deliver the optimum bandwidth-optimizing pathway," said Eddie Feghali, vice president of sales, Asia, Aurora Networks. "Our presence at CCBN will highlight our expanded PON portfolio and cost-effective bandwidth solutions for the region's cable operators to meet the growing demands for capacity-per-subscriber."

Aurora Networks' Solutions at CCBN

- End-to-end PON solutions to enable cable operators to cost-effectively deliver all optical Ethernet-based services to the residential or commercial customer. The extensive PON portfolio includes Node PON™, Trident7 products and a comprehensive selection of Optical Network Terminals (ONTs).
- Industry-leading RFoG and RFPON (RFoG with a smooth migration to full PON) solutions enable cable operators to take advantage of FTTP architectures, incorporating unique components to overcome the deployment limitations associated with traditional approaches.
- Innovative Fiber Deep solutions that deliver a passive HFC architecture and products that enable cable operators to significantly increase network capacity per subscriber while reducing their on-going operating expenses – cable's first green architecture.
- Unique field-proven Virtual Hub (VHub) technology from Aurora Networks performs all the

functions of a fully operational hub in node housing. VHubs are a key component in multiple architectures, enabling operators to transition their network from HFC/Fiber Deep to RFoG and PON.

- Digital return technology from Aurora Networks allows cable operators to overcome the shortcomings of analog return path systems. Digital return supports the upstream channel bonding requirements that are part of advanced data deployments by cable operators. And the scalability of digital return provides a compelling fiber-efficient solution.

About Aurora Networks

Aurora Networks, the No. 1 optical transport solutions provider for cable operators, is evolving cable by focusing on innovative solutions that build future-proof networks to accommodate the cable subscriber services of today and tomorrow. Aurora Networks is the only pure-play optical transport solution provider that is focused solely on cable operators. Using its proven understanding of cable networks, Aurora Networks delivers unique solutions - such as its Fiber Deep architecture and digital return technology - to address specific issues of the cable industry. A technology leader driven by innovation and industry-firsts, Aurora Networks enables leading cable operators across the globe to compete with a cost-effective, optimized launch pad for next-generation cable services. To learn more about Aurora Networks' core cable solutions, please call 408-235-7000 or visit www.aurora.com.

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