



## ***FOR IMMEDIATE RELEASE***

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### **Cosemi Addresses Video Bottleneck to Enable Monetization of Optical Networks in OFC 2015's Market Watch Panel Discussion**

**IRVINE, Calif., March 19, 2015** – Cosemi, a global supplier of high-speed optical semiconductor solutions to the communications, cloud computing, and Fiber In The Home (FITH) markets, will take part in an optical communication industry's specialties Market Watch panel discussion as part of the annual OFC held at the Los Angeles Convention Center, Los Angeles, California, USA from March 22<sup>nd</sup> to March 26<sup>th</sup>, 2015. OFC is the preeminent conference and exposition for the optical communications industry. It facilitates the exchange of concepts and ideas for the current and future optical networking industry and its impact on the growing Internet of Things (IoT) field. Historically, OFC has attracted the most prominent business and technical experts to set trends in the communications field.

The fourth Market Watch panel, taking place from 13:00 to 15:00 on Wed. Mar 25<sup>th</sup>, addresses specifically **Monetization of Optical Networks - Need for New Business Models**. Dr. Wenbin Jiang, Chief Technology Officer, Cosemi Technologies, Inc., is one of the panelists among a group of influential co-panelists spanning a wide spectrum of expertise: venture investment, cloud computing, application providers, and network planning and provisioning.

In agreement with the panel's major concerns, Cosemi understands that even assuming the Bandwidth (BW) of service providers' optical networks would at some point be abundant, the bit per second type of business model will start to stagnate the revenue stream when the BW is not intelligently utilized. Building in the intelligence, e.g., bursting BW provisioning and SDN (Software-Defined Network), would encourage customers, in

particular content providers, to allow the service providers to offer various data intensive services. It is widely recognized that high definition video will soon become a major special service considering its increasing content creation and the advent of new display technologies.

Dr. Jiang's panel discussion subject is entitled "**Optical Network for Uncompressed High Definition Video Transmission.**" He will discuss the essence of the optical network concept for uncompressed High Definition (HD) video transmission, for example how the connection bottleneck between the UHD TV and high end sources can be made easily, and how eventually its wide deployment can facilitate the special BW needs to further monetize existing optical networks. Dr. Jiang will also discuss the potential business opportunity for the optical communications industry in networking HD video.

Cosemi's OptoHD product line carries the highest speeds of uncompressed HD video optically from HD sources to the highest resolution displays over very long spans. Cosemi products feature an architecture that is inclusive of various FITH interconnects ranging from USB3.1, HDMI, display port, and Thunderbolt with an inherent future proof concept for the majority of potential applications.

### **About Cosemi Technologies**

Cosemi Technologies, Inc. designs and manufactures high-speed fiber optic components and active optical cables. The company offers a comprehensive portfolio of products that service the Datacom/Telecom, Fiber-in-the-home (FITH), Home Entertainment, Fiber-to-the-Home (FTTH) and Consumer Electronics markets. Founded in 2006, the Irvine, CA based global company also has offices in San Jose, CA and Shanghai, China.

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