



PRESS RELEASE

Artesyn Embedded Technologies to Showcase Platforms for Evolution to SDN and NFV Networks and Enhanced Video Performance at GENBAND's Perspectives14 Summit

Tempe, Ariz. [9 June, 2014] — Artesyn Embedded Technologies, formerly Emerson Network Power's Embedded Computing & Power business, today announced that it is a silver level sponsor at GENBAND's [Perspectives14](#) Annual Customer and Partner Summit, held June 9-12, 2014 at the Hyatt Regency Grand Cypress in Orlando, FL. Perspectives14 brings together the brightest minds in the communications, software, service provider, channel partner and enterprise communities to share the latest trends, issues and opportunities affecting the communications landscape.

Artesyn is developing solutions based on highly efficient and highly serviceable platforms that address the need for large scale packet forwarding and processing for the evolution to software defined networks (SDN) and network functions virtualization (NFV). The company also continues to add to its media processing portfolio with higher density voice and video processing to meet and exceed carrier's bandwidth demands driven by multimedia and over-the-top (OTT) applications in wireless, landline and cable networks.

Peter Barlow, vice president of embedded computing sales and marketing for Artesyn Embedded Technologies, said: "Artesyn Embedded Technologies is proud to work with GENBAND and leverage our experience as the world's number one provider of deployed commercial off-the-shelf platforms based on PICMG open standards. The GENBAND Perspectives14 event is an ideal showcase for our platforms, which contain the integrated hardware and software to accelerate time-to-market for key target applications such as security, network and content optimization leveraging deep packet inspection (DPI) techniques; video acceleration; and session border controllers."

As a global leader in the design and manufacture of highly reliable embedded computing solutions for communications infrastructure, Artesyn Embedded Technologies is taking the lead in defining next generation carrier equipment practices. The company is innovating solutions

that bridge the existing communications infrastructure to emerging SDN and NFV networks, and deploying new solutions for media processing that increase the density of voice and video applications in smaller footprints to improve capital and operating expenditure performance for service provider networks. For more than 40 years, customers have trusted Artesyn to help them accelerate time-to-market, reduce risk and shift development efforts to the deployment of new, value-add features and services that build market share.

Brad Bush, chief marketing officer of GENBAND, said: “Without the loyal support of our partners and sponsors we could not make Perspectives14 happen – so we are delighted to have Artesyn as a sponsor. We have a great event planned for the more than 700 attendees that have registered. One of the most exciting elements of Perspectives14 will be our Solutions Showcase where our partners and sponsors will be featuring innovative solutions that are driving the rapid change in our industry.”

About GENBAND

FROM THE CORE TO THE EDGE TO THE EXPERIENCE™, GENBAND is a global leader in smart networking solutions for service providers and enterprises in over 80 countries. The company’s technology improves IP networks by making them more scalable, secure, profitable and efficient. GENBAND’s market-leading technology supports multimedia voice, data and video sessions and fixed-mobile unified communications applications that scale on public and private networks. With a flexible, cloud-ready platform, GENBAND’s IMS, edge and application solutions help its customers compete effectively by increasing revenues, improving profitability, and attracting and retaining customers. To learn more, visit us on the web at www.GENBAND.com.

About Artesyn Embedded Technologies

Artesyn Embedded Technologies is a global leader in the design and manufacture of highly reliable power conversion and embedded computing solutions for a wide range of industries including communications, computing, medical, military, aerospace and industrial. For more than 40 years, customers have trusted Artesyn to help them accelerate time-to-market and reduce risk with cost-effective advanced network computing and power conversion solutions. Artesyn has over 20,000 employees worldwide across nine engineering centers of excellence, five world-class manufacturing facilities, and global sales and support offices.

Artesyn Embedded Technologies, Artesyn and the Artesyn Embedded Technologies logo are trademarks and service marks of Artesyn Embedded Technologies, Inc. All other product or service names are the property of their respective owners. © 2014 Artesyn Embedded Technologies, Inc.

Artesyn Embedded Technologies Contact:

Mr. Shreekant Raivadera
+44 77 86 26 32 21
news@artesy.com