



Press Release

29 November 2011

**Emerald Networks, Inc.**

("Emerald Networks" or the "Group")

**Emerald Networks presents at 4<sup>th</sup> Dark Fibre International Convention  
on Submarine Cable Deployment**

Ray Sembler, CEO and President of Emerald Networks, a subsea cable system owner/operator that provides low latency transatlantic capacity to the wholesale market, delivered a speech at the 4<sup>th</sup> Dark Fibre International Convention on 29 November 2011. Held at the Cavendish Convention Centre in London, the international event was attended by senior representatives of companies engaged in provisioning, operating and using dark fibre networks.

From reviews of technologies and solutions, to the latest industry developments, the convention provided both insight and outstanding networking opportunities to all those in attendance. Specifically, the programme covered a wide range of issues including the increased deployment occurring at metro, access and rural and national level and funding mechanisms. It also provided an excellent opportunity for recommendations regarding regulatory changes to be discussed and debated.

During the morning of the first day of the convention Ray addressed a well populated auditorium, providing a thought-provoking overview of submarine cable deployment, and what it takes to design, build and deploy the highest capacity, low latency submarine transatlantic cable system. It is expected that cloud computing will increase 12-fold by 2015, a 66% compound annual growth rate (source: Cisco Global Cloud Index 2010 – 2015), and as cloud computing is the fastest growing component of data center traffic the need for additional capacity for data transmission is significant. Ray described how the new system enables multinational companies to take

advantage of renewable hydro and geothermal energy resources, changing the face of high performance computing by lowering their carbon footprint.

Commenting on the event, Ray Sembler said: “Emerald Networks is delighted to be a part of this year’s Dark Fibre Convention, which brings together key dark fibre owners and operators, datacentre owners, and a host of others involved in the industry. The sector is thriving and Emerald Networks is proud to be at the forefront of developments.”

**- Ends -**

**For further information:**

**Emerald Networks, Inc.**

Ray Sembler, CEO and President

Tel: 00 1 404 543 5157

Nan Lyons, VP Marketing

[www.emeraldnetworks.com](http://www.emeraldnetworks.com)

**Media enquiries:**

**Abchurch**

Henry Harrison-Topham / Joanne Shears

Tel: +44 (0) 20 7398 7709

[Joanne.shears@abchurch-group.com](mailto:Joanne.shears@abchurch-group.com)

[www.abchurch-group.com](http://www.abchurch-group.com)

**Photography**

Photography of Ray Sembler, CEO and President, is available from Abchurch. To arrange, please contact Quincy Allan at [quincy.allan@abchurch-group.com](mailto:quincy.allan@abchurch-group.com)

**Notes to editors**

Emerald Networks, headquartered in the US, is a subsea cable system owner/operator that provides low latency transatlantic capacity to the wholesale market.

By Spring 2013, the Group’s Emerald Express will be ready for service. Its’ new high capacity, low latency network connecting North America to Europe with extraordinary bandwidth capabilities can handle current, and more importantly future demand faster. The speed of computing doubles every 18 months and Telegeography expects the demand for transatlantic capacity to increase nearly nine fold between 2010 and 2017 and so the need for a robust solution to meet this demand is paramount.

The subsea cable system will offer full diversity and is at the forefront of undersea cable system technology. The route will span the Atlantic from Shirley, New York, (Long Island) to Belmullet, Ireland, and will include a bi-directional branch leg into Grindavik, Iceland. It will disrupt the aging transatlantic fibre systems and bring a new super information highway across the Atlantic with a transmission rate of 100 Gbps per fibre pair. The end result will provide the financial markets of New York, London and Frankfurt with the most robust connection available.

By linking North America and Europe to Iceland, Emerald Networks enables multinational companies to take advantage of 100% green and renewable hydro and geothermal energy resources to change the face of high performance computing by lowering their carbon footprint.

Emerald Networks, which already has cornerstone investment from the Wellcome Trust, has recently appointed Jefferies & Company, Inc., the global investment banking firm, to complete the US\$300 million fundraise in order to finance the project. The Group is already in discussions with tier 1 and 2 carriers, financial institutions, content providers and enterprise data center operators, whose need for data transmission at a high speed is constantly growing.

For more information, please see: [www.emeraldnetworks.com](http://www.emeraldnetworks.com)