

HP, CISCO, JUNIPER, RIVERBED AND SPIRENT TRIUMPHANT AT NETEVENTS “TECHNOLOGY LEADERS 2010” AWARDS



ISTANBUL -- (BUSINESS WIRE) -- Five companies received their NetEvents 2010 "Technology Leader" awards last night at a prestigious award banquet held at Feriye Lokantasi Palace in the historic city of Istanbul, where East meets West. Featured as a highlight of the NetEvents EMEA Press & Analyst Summit 2010.

Mark Fox, NetEvents CEO announced "over \$100,000 has now been generated by these awards, and today's takings will be donated to The Prostate Project Foundation & Keck School of Medicine at USC".

An independent panel of more than 40 judges, comprising of industry analysts and senior technology press from 15 countries around the globe voted Spirent Communications as the "Most Innovative Technology Company", while the five "Product of the Year 2010" award winners were as follows:

The "Enterprise Networking Product of the Year" award went to Riverbed on the sheer weight of customer approval of its Steelhead application portfolio. HP Networking's Intrusion Prevention system won the "Security Product of the Year" category on the strength of its low latency, and combination of high security and bandwidth optimization. For the hard-fought "Telecom Infrastructure Product of the Year" category, the winner by a whisker was Cisco for its high capacity, low power demand CRS3 – against strong competition from Ipanema.

Two further innovation awards were as follows. "Most Innovative Test & Measurement Application of the Year" went to Spirent with a very strong 3-product entry, of which Avalanche took the number one spot. Finally the new award for "Most innovative Online Video Solution" was very close in which Juniper's Mediaflow just edged ahead of Dialogics entry.

The 2010 awards represent an annual event open to all suppliers of networking or telecommunications products or services launched and delivered prior to the NetEvents Press Summit each year.

"It was great to see a such a broad range of networking and telecoms companies participating in this years "Technology Leader Awards", from hot new start-ups to some of the biggest names in the industry such as HP, Cisco, Juniper and Brocade" comments Mark Fox, NetEvents CEO. " With so much industry, analyst and press talent gathered under one roof, these awards offer a high profile opportunity. It is also a good way for us to open the field to non-delegates so that a wider circle can appreciate the promotional benefits of NetEvents Press Summits. We are especially delighted that these awards have helped raise over \$100,000 towards cancer research. In addition to making our

usual monetary donations, NetEvents TV will be producing and broadcasting a series of multi-lingual presentations from doctors and researchers to help the Prostate Project Foundation maintain close relationships between research and clinical applications around the world, plus helping stimulate further interest from the pharmaceutical industry. We also plan to run a number of on-line charity auctions to raise additional funds leading up to our 2011 awards and encourage all our industry friends to participate.”

About NetEvents

Since 1996, our team has organised one of the key communication channels between press, analysts and vendors in the Enterprise networking and telecommunications marketplace - NetEvents.

NetEvents brings together leading network / telecoms / computer industry vendors (senior executives of President / CEO / VP level); trade press; press and industry analysts from the 4 continents of the world.

NetEvents provides vendors with an opportunity to meet the networking and communications press in an informal yet focused environment. It is based on a highly successful programme that has already been used by the world's leading technology companies to establish quality relationships with press and analysts throughout the world.

<http://www.freshnews.com/news/390462/hp-cisco-juniper-riverbed-and-spirent-triumphant-netevents-technology-leaders-2010-awar>