



NextiraOne and Cisco Build Integrated Communications Network for Poznań International Fair

United Nations Climate Change Conference was first to use new infrastructure

Paris, 22 June, 2009. Cisco and NextiraOne announced the completion of an integrated telecommunications infrastructure for the Poznań International Fair (PIF).

PIF is the leading provider of trade fairs, exhibitions and conferences in Poland. The organisation hosts over 80 large-scale international events and more than 1600 conferences each year with around 500,000 professional visitors. With over 110,000 square meters of exhibition space, it is the largest trade fair complex in Poland.

The new network, built by NextiraOne using Cisco technology, provides Internet, wireless (Wi-Fi) and voice-over-Internet Protocol (VoIP) access and services for PIF staff and visitors. NextiraOne, a Cisco Gold Certified Partner, provided a full set of services including planning, deployment and ongoing maintenance.

The solution was first used during the 14th Conference of Parties to the United Nations' Frame Convention on Climate Change (COP14), which was run at PIF area in December 2008. The conference's main goal was to set the future agenda for international efforts to tackle the challenges of global climate change. During the conference more than 12,000 participants including 1,000 journalists relied on the new infrastructure to communicate seamlessly with each other and with the outside world using voice, data and video. The UN team was able to make free-of-charge VoIP calls through the wireless network to their COP14 headquarters in Bonn, Germany and to the teams working locally. The network also supported live webcast transmissions, which were available directly after the end of debates in video-on-demand format.

"The communications and IT infrastructure we provided for the United Nations climate change conference was recognised by both organisers and participants as

being among the best facilities they had ever experienced in the many years of running the event. Such positive feedback is very important to us as this project is the largest IT-networking project we have ever undertaken at the PIF. The result is a clear indication of the quality of work provided by the whole team. We now have a modern infrastructure that can be quickly adapted to the needs of the many different events that take place at our facilities.” - said Krzysztof Ślatała, IT Director, Poznan International Fair.

NextiraOne deployed a comprehensive IT environment based on Cisco solutions including a local-area network (LAN), edge routing, as well as wireline and wireless access technologies. Security solutions include the Cisco Security Monitoring, Analysis and Response System (MARS), which provides security monitoring both for network devices and host applications, Cisco Security Manager and the Cisco Secure ACS, which helps authentication, authorization and accounting.

“Building a communications network for a company with a reputation as high profile as that of the Poznań International Fair is always a big challenge. It was an honour to provide Poland’s largest fairs organisation with the network reliability and functionality required for such prestigious international events as the UN climate change conference.” said Marek Kobielski, Vice President Central Europe and General Manager of NextiraOne Poland.

Cisco equipment implemented at the Poznan International Fair uses and manages power wisely. Even at less-than-optimum loads, the power supplies within Cisco routers and switches operate at above 80 percent efficiency, with many exceeding 90 percent. Additionally, the time-based Power over Ethernet (PoE) capabilities of Cisco Catalyst® Series Switches and Cisco Integrated Services Routers enable cost savings by powering down selected devices during off hours. The latter two capabilities (negotiating power with connected devices and selectively limiting power during off hours) illustrate the true capabilities of a network-based solution when it comes to energy efficiency.,

“The infrastructure built for Poznan International Fair has enabled the company to make a technological jump into 21st century architecture and create the most advanced fair centre in Poland. The new architecture also allows PIF to deploy solutions such as video monitoring over IP, integration of billing systems with the Wi-

Fi solution and will enable the introduction of RFID technologies in the future.” - said Paweł Malak, general manager, Cisco Poland.

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About Cisco

Cisco (NASDAQ: CSCO) is the worldwide leader in networking that transforms how people connect, communicate and collaborate. Information about Cisco can be found at <http://www.cisco.com> For ongoing news, please go to <http://newsroom.cisco.com> Cisco equipment in Europe is supplied by Cisco Systems International BV, a wholly owned subsidiary of Cisco Systems, Inc.

About NextiraOne

NextiraOne are Europe's leading experts in communications services. We serve almost 60,000 customers through direct sales and comprehensive services in 17 European countries. We design, deploy, maintain, and support communications solutions, from voice, data, and video transmission to mobility, security, and applications. In cooperation with global technology leaders, we provide end-to-end communications solutions which maximize the business benefits of our customers. For more information, visit: www.nextiraone.eu

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