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**Media Alert****Cisco Press Conferences at CeBIT 2002  
(Main Stand Is Located In Halle 13, Stand C 58)**

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1. Cisco Breakaway Strategy - BUSINESS AND TECHNOLOGY PRESS  
CONFERENCE:

Wednesday 13th March - 15.55

@ CeBIT Conference Centre, Hanover - Rooms CC15 and 16

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2. Ethernet for Broadband - TECHNOLOGY PRESS CONFERENCE:

Thursday, March 14th - 14.55-16.00

@ CeBIT Conference Centre, Hanover - Room CC107

At this event, Mark de Simone, VP technology solutions and corporate marketing, EMEA, will be outlining the role of Ethernet in delivering the next-generation of broadband access in Europe.

Broadband has become synonymous with DSL in Europe. Cisco contends that this technology has a key role to play, but is not the only answer to the issue of accelerating the broadband rollout. Cisco will be presenting the next-generation model for broadband access, which takes the broadband debate to a new level in Europe. The European Union is highlighting the need for alternative broadband technologies to drive adoption across Europe.

Cisco is currently working with a number of European service providers to roll out a very different model of high-speed broadband directly to residential and business customers. Based around a simple and tested technology – Ethernet – the model finally allows the delivery of full experience services to the subscriber.

The new model addresses the growing needs amongst consumers, SMBs and Enterprises for affordable higher-speed connectivity.

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For more information and to register, please contact the Cisco team at Insight on: 01625 500800.

Cisco's main stand throughout the CeBIT show is located in Halle 13, Stand C 58