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## **Cisco Long-Reach Ethernet Technology Extends Intelligent Switching Services to Network Edge**

*Innovative Cisco Long-Reach Ethernet Broadband Technology Being Rapidly Adopted by Retail, Industrial and Educational Customers*

SAN JOSE, Calif., November 4, 2002—Cisco Systems, Inc today announced the Cisco Catalyst 2950 Long-Reach Ethernet networking solution, which delivers high-performance broadband access over existing telephone lines for small and medium size enterprise environments and multi-tenant buildings.

The Cisco Catalyst 2950 Long-Reach Ethernet (LRE) product is a second-generation LRE solution that offers customers enhanced network-wide intelligent Layer 3 and 4 services such as quality-of-service, availability and security needed in today's converged network environments. An addition to the Cisco Catalyst 2950 Intelligent Ethernet Switch family, the new Long-Reach Ethernet solution delivers consistent end-to-end intelligent switching functionality with Cisco's comprehensive range of enterprise switching platforms.

Long-Reach Ethernet is an innovative Cisco-developed broadband access and delivery service technology for deployment of high-speed Ethernet services on existing voice-grade copper wire, eliminating the need for costly infrastructure upgrades. It dramatically extends Ethernet distances over existing copper wiring up to 5,000 feet at speeds from 2 to 15 Mbps.

"The Cisco Catalyst 2950 Long-Reach Ethernet solution allows customers to extend Intelligent Ethernet services to buildings that have only an existing telephone wire infrastructure," said Kathy Hill, vice president and general manager of Cisco's Desktop Switching Business Unit. "The combination of the Catalyst 2950 Intelligent Ethernet Switch IOS feature set and Cisco's unique Long-Reach Ethernet technology make it possible for customers to deploy consistent security and availability, plus sophisticated QoS services, in both Ethernet and Long-Reach Ethernet networks."

## **Cisco Long-Reach Ethernet Technology Deployments in the Enterprise**

Cisco Long-Reach Ethernet technology is being rapidly adopted for enterprise applications in the retail, educational and industrial markets.

For example, Nordstrom, Inc, one of the nation's leading fashion specialty retailers with 138 US stores located in 26 states, is planning to deploy Long-Reach Ethernet to provide continuous connections to new point of service devices in its stores. Nordstrom is turning to Cisco Long-Reach Ethernet technology as an alternative to rewiring 100 stores with Category 5 wiring at a substantial cost saving.

“The Cisco Long-Reach Ethernet solution will provide the connectivity to support real-time sales data and inventory management systems,” said Mark Peterson, Nordstrom manager of network and integration services. “In addition, the intelligent switching services available with this new version mean that we can deploy advanced networks services that extend our intelligent Cisco infrastructure all the way to the point-of-service.”

Educational institutions are also realizing the benefits of Long-Reach Ethernet. Portland State University in Portland, Oregon, and New Mexico State University, located in Las Cruces, New Mexico turned to Cisco's Long-Reach Ethernet solution to provide broadband services in older dorm facilities, eliminating the need for costly rewiring, and providing students access to the Internet and email services without the limitations of dial-up.

Bethlehem Steel Corporation, the nation's second-largest integrated steel producer, is planning to use a Long-Reach Ethernet-based network at its Coatesville and Conshohocken locations to extend the use of HR and business applications. “This project will require the installation of twenty-six additional PCs to remote areas in the plant to better automate the business process,” said Gary Bowder, Supervisor IT Infrastructure. “Cisco's Long-Reach Ethernet solution will allow us to expand our Ethernet network over our current copper infrastructure, providing a substantial savings over the cost of installing fiber.”

### **Cisco Catalyst 2950 Long-Reach Ethernet Solutions Introduced Today**

The Cisco Catalyst 2950 Long-Reach Ethernet Switches are fixed-configuration, stackable models that provide wire-speed LRE and Gigabit Ethernet connectivity. They are the latest member of the Cisco Catalyst 2950 Series, a line of fixed-configuration, stackable and standalone switches that provide wire-speed Fast Ethernet and Gigabit Ethernet connectivity.

The Cisco Long-Reach Ethernet solution includes the Cisco Catalyst 2950 Long-Reach Ethernet switches, the Cisco 575 and 585 Long-Reach Ethernet Customer Premise Equipment (CPE) devices, and the Cisco Long-Reach Ethernet 48 POTs Splitter.

The Cisco Catalyst 2950 Long-Reach Ethernet (LRE) Switches consists of the following devices:

- Catalyst 2950ST-24-LRE—24 LRE and 2 Gigabit Ethernet Ports
- Catalyst 2950ST-8-LRE—8 LRE and 2 Gigabit Ethernet Ports

### **Pricing and Availability**

The Cisco Catalyst 2950ST-LRE solution is priced at:

Catalyst 2950ST-24-LRE 24 LRE: \$4495

Catalyst 2950ST-8-LRE 8 LRE: \$1895

Both products will be available in December 2002.

### **About Cisco Systems**

Cisco Systems, Inc. (NASDAQ: CSCO) is the worldwide leader in networking for the Internet. News and information are available at <http://www.cisco.com>.