# THE CORNING OPTICAL OBSERVER

## Enterprise Newsletter for the Regions Europe, Middle East, and Africa

CORNING

"Each Corning invention, no matter how life-changing, is a stepping stone to something greater – never a final resting place."

*-John Igel, vice president and general manager, Corning Optical Fibre and Cable*

Dear Reader,

With John's words, we mark the beginning of the evolution of our newsletter.
We value you, our readers, and want to provide you value in return. With this in mind, we have decided to leap to the next stepping stone and rethink the content we deliver. This means that, beginning with this issue, you will see some significant changes..

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## Industry Headlines

**We've pulled together the biggest industry headlines for you:**

- Data centre giants grow larger
- Greenpeace hails Facebook, Google and Apple
- Gartner makes smart cities predictions
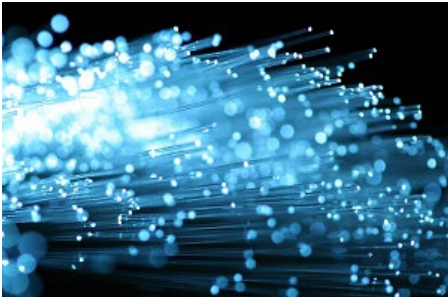- 2016: A good year for hackers?

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## What We've Been Up To

**Corning wins a Technology and Engineering Emmy® award**

Winning an Emmy was not the only highlight for Corning this quarter. From searching for signals from space to creating a better windshield with Ford, we've had an impressive quarter.

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## Success Stories

### Maximising the advantages of the MPO Connector

The MPO connector has drastically reduced the amount of time, effort, and space required to install and deploy network technologies, particularly in parallel optic applications.

With continual improvements, including the introduction of Corning's MTP® connector, the MPO format deserves to be an essential part of any data centre build-out.
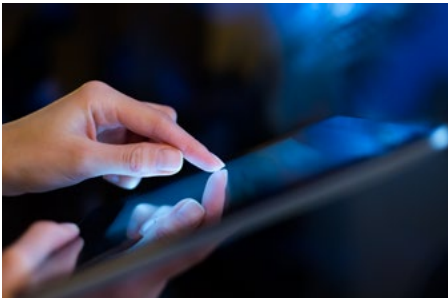
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## Opinion/Interview

### Insight from the Digital World at Cisco Live!

Corning's Jörgen Janson brings together everything you need to know about the IoT-focused event in Berlin last month.

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## Additional News

### Vote for EDGE8™ in the Data Centre Solutions Awards

Corning's EDGE8™ Solution has been shortlisted as "Cabling Product of the Year" in the Data Centre Solutions Awards 2017.

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## Catch Corning on Events and Trainings

### DCD Middle East, Dubai on May 9th

Booth Number, N°33
The region's most important gathering of data centre end users, operators, service providers, and advisors.

**DCD Dubai Event Website »**

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# THE CORNING OPTICAL OBSERVER

## Carrier Newsletter for the Regions Europe, Middle East, and Africa

## Intro/Overview Topic

**"Each Corning invention, no matter how life-changing, is a stepping stone to something greater — never a final resting place."**

- John Igel, vice president and general manager,
Corning Optical Fibre and Cable

Dear Reader,

With John's words, we mark the beginning of the **evolution** of our newsletter.

We value you, our readers, and want to provide you value in return. With this in mind, we have decided to leap to the next stepping stone and rethink the content we deliver. This means that, beginning with this issue, you will see some significant changes.

Our new focus is to create **entertaining stories on topics you are interested in** — solutions to your problems, the latest industry news, and opinions from industry leaders. And since we know your time is precious, all of our pieces will be **concise** and **to-the-point**, allowing us to deliver more relevant information, less often.

Relaunching our newsletter, though, is just another step in our constant search for something greater. Today, we're very proud to announce that one of our first moves in that direction — the invention of the low-loss optical fibre — has been honoured with a Technology & Engineering Emmy® award from The National Academy of Television Arts and Sciences for transforming broadcasting. We'll be tracking the journey as our Emmy® travels across the world, visiting our different locations and diverse Corning family — stay tuned for updates from your region.

We hope you enjoy our new quarterly newsletter and look forward to seeing you again in June.

Warm regards,

Your Corning Team

# THE CORNING OPTICAL OBSERVER
## Carrier Newsletter for the Regions Europe, Middle East, and Africa

## Industry Headlines

### Data centre giants grow larger

The world's largest data centre provider – Equinix – has expanded its global estate to 175 following the acquisition of 29 facilities from Verizon in a deal worth 3.3bn€.

According to Synergy Research, the two other leading colocation providers – Digital Realty and NTT Communications – also outpaced market expansion due to a combination of acquisitions and organic growth. Altogether, the three grew revenues by 28 percent.

### Greenpeace hails Facebook, Google, and Apple

Environmental campaign group Greenpeace has heaped praise upon Apple, Google, and Facebook for their efforts in powering online infrastructure using renewable energy.

The news comes as Facebook confirmed plans to open a new, super-green 55,000-square-metre data centre in Odense, Denmark. According to Niall McEntegart, its head of EMEA data centre operations, the new facility will be "one of the most advanced data centres in the world – with the latest in hyper-efficient OCP hardware and network technologies – powered by 100 percent renewable energy."

### Gartner makes smart cities predictions

Amid the continued escalation in government-driven initiatives, leading analyst firm Gartner forecasts by 2019, 50 percent of citizens in million-people cities will benefit from smart city programmes by voluntarily sharing their personal data.

In particular, the firm believes that Internet of Things (IoT) technologies and the ability to analyse data in a contextualised way will accelerate the development of smart city execution. Gartner has previously estimated that over 2.3 billion connected things will be used by smart cities in 2017 – more than 730 million of these in smart commercial buildings.

### 2016: A good year for hackers?

Judging by the scale of reported data breaches in 2016, hackers and other cybercriminals enjoyed record levels of success penetrating the networks of organisations around the world. According to the Identity Theft Resource Centre, nearly 1,100 were reported in the US alone – up 40 percent from the 2015 figure.

The scale of the problem is echoed around the world from various agencies and independent bodies. The UK's annual Crime Survey for England and Wales included 'computer misuse offences' in its figures for the first time – some two million of them.

Elsewhere, the highly respected Ponemon Institute attempted to place an average value on the impact of a data breach: $4m (3.7m€), or $158 (147€) per lost record.

# THE CORNING OPTICAL OBSERVER

## Carrier Newsletter for the Regions Europe, Middle East, and Africa

## What We've Been Up To

### Corning receives Emmy® for low-loss fibre

Corning has been recognised by the National Academy of Television Arts and Sciences, receiving a Technology & Engineering Emmy® award for our 1970 invention of low-loss optical fibre. The deployment of optical fibre has since revolutionised the TV industry by providing the bandwidth capability to enable advancements in high-speed communications, multimedia streams, and a richer entertainment experience for all. The breakthrough helped carriers handle the growing volume of information being transmitted and overcome the limitations of other types of transmission media. The ability to view high-quality video at any time, from almost anywhere on multiple devices, is now a reality.

### Corning® Gorilla® Glass transforms the driving experience

Working closely with automotive leaders like Ford, Corning has developed an innovative, tough 3-layer laminate windscreen, which weighs less, helps boost fuel economy, and lowers harmful emissions. The windscreens, made with Corning® Gorilla® Glass, have proved tough enough to survive a wide variety of everyday road hazards. This makes the windscreen twice as tough as its conventional counterparts, reducing the need for costly replacements by as much as 50 percent when hit by small, sharp stones.

The car industry's toughest windscreen.

### Light years ahead with the world's largest radio telescope

The Five hundred-metre Aperture Spherical Telescope (FAST) in southwest China has begun searching for signals from stars and galaxies. The telescope requires guaranteed signal transmission of the feed position even while moving. Wireless was not an option due to the need for radio silence within a 5-km radius of the telescope. Corning overcame many environmental and signal transmission challenges with the creation of Corning® ClearCurve® LBL bend-insensitive optical fibre, meeting the need for reliable data transmission in a movable, rather than static, application.

Supporting FAST radio astronomy.

### Update on EU CPR regulation

Corning is on track to meet the deadline of 1 July, 2017, for the mandatory CE marking of all products that comply with the new EU Construction Products Regulation (CPR). CPR covers the safety of cables that are manufactured and shipped for permanent installation in buildings across the EU. Cables have to meet new EN standards for burn rate and smoke production to provide improved safety through harmonised standards and uniform assessment methods.

For additional information, read our Corning FAQ on CPR document, or download our CPR whitepaper.

## Success Stories

### Maximising the advantages of the MPO Connector

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With continual improvements, including the introduction of Corning's MTP® connector, the MPO format deserves to be an essential part of any data centre build-out.
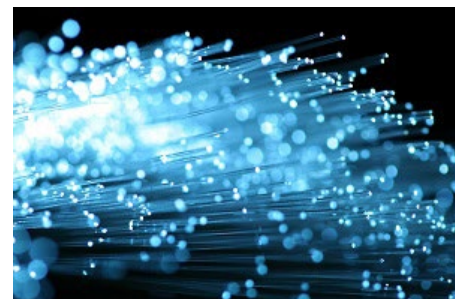
Corning launched the MTP connector brand with US Conec in 1996, and it has changed continually to meet evolving industry challenges. Most recently, the growth of bandwidth-greedy applications has meant a focus on ever-improving insertion loss, fiber density, ease of installation and stability.

The MTP connector works with both true fibre-to-fibre connections and a host of technology and electronics across vertical industries – financial, medical, co-location, and more. It scales to whatever technology is being used, including parallel applications such as 400Gb Ethernet that can run across 32, 16, and eight fibres.

The current generation brings features that simplify field configurability, including the ability to change gender and polarity in the field, without requiring a specialised skill set or a connector engineer – as well as various environmentally friendly performance enhancements.

MPO connectors deliver real value for a range of network technologies. It's important for installers to stay in tune with the latest innovations in this essential technology and take full advantage of the time savings, space efficiencies, and simplicity it can bring.

To find out more read the whitepaper.

### Les Saisons Meaux: a new Auchan hypermarket generation

Present in 12 countries across the globe, the Auchan hypermarket chain is famous for the wide variety of products it provides to customers. Because of its technical expertise and the ability to provide customized product sets and services, Corning's optical fibre solutions were chosen for redesigning Auchan's Meaux hypermarket.

**The Challenge**
While implementing the latest solutions, Auchan also wanted to decrease their cost of ownership and maintenance. The POL solution was selected for its low cost, scalability, and robustness, as well as its ability to support network evolution and Auchan's increasing data requirements.

### The Solution
The store was equipped with a 42-kilometer network infrastructure featuring Corning optical cable with bend-resistant optical fibre. The Gigabit passive optical network (GPON) technology can support the creation of computer networks for data transmission and very-high-speed internet access networks.

### A new solution for a new vision
A bedding and furniture department with a voluntarily short offer brightens the display referring to Auchan.fr, Auchandrive, and the possibility of being delivered in-store or at home. Thanks to the POL solution, Auchan is able to test new checkout prototypes that require large amounts of data exchange between the checkout and the servers.

### Summary
Corning's optical solutions allowed for a safe, simple, efficient, and adjustable infrastructure with low energy consumption and reduced maintenance.

## How future-ready cabling solutions are helping data centres make the most of their space

Corning's project with Kinetic IT to maximise capacity in Telehouse North's colocation centre offers a great example of the transformative power of a high-density infrastructure solution.

Telehouse North is Europe's first purpose-built, carrier-neutral colocation data centre. It required an update to maximise capacity in its 9,717 square metre, highly secure colocation centre.
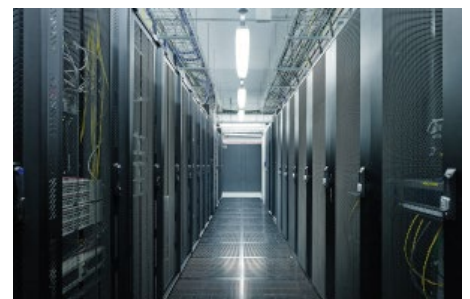
Corning proposed an infrastructure solution designed around its Centrix™ system. The innovative design of the Centrix system enables an ultra-high-density deployment in a compact footprint and provides a scalable fibre management solution for cross-connect applications in the data centre's central hub.

The frame design provides optimised routing paths for patch cables, while operations staff can install or remove a single patch cable in under two minutes regardless of the cable route. To further simplify deployment and stock levels, the Centrix frame requires a single-length patch cable of just 4 m to connect any port(s) within the frame.

The project involved the termination of over 16,000 fibre ports on the Centrix frame as well as the installation of cables to each suite. Completed within a 12-week timeframe, the system has the capacity to allow for expansion of up to 130,000 ports with the use of additional cabinets.

Telehouse is now able to provide fast and flexible provisioning of connectivity to suites and respond quickly to the changing business needs of its business customers.

To find out more read the case study.

## Opinion/Interview

### Insight from the Digital World at Cisco Live!

**"If you want to get insight in the world of digital business – this is a place you should not miss."**

Corning's Jörgen Janson brings together everything you need to know about the IoT-focused event in Berlin last month.



**The Cisco Live! events are some of the most popular meeting points for the IT industry worldwide. Was this your first event?**
For the Corning EMEA team, this was the fifth time we've attended. This year, we were located in the World of Solutions area, where visitors could catch up with IT suppliers, view the latest demos, and explore the most cutting-edge solutions from the industry's top vendors.

**What were some of the biggest topics for you this year?**
We touched on topics such as the Cloud, data centre, network transformation, and security. At our booth, we presented our newest product releases like those from our EDGE8™ solutions, and also showed off our ClearCurve® fiber demo to highlight the difference between regular and Corning bend-improved multimode fibers.



**Trends in the IT industry are moving at light speed. What were some of the big trends being talked about in Berlin?**
IoT, M2M communication, and 3D printing were only some of the topics attracting attention. New trends from IT infrastructure to high-performance data centres were also in focus.

**Will you be going back next year?**
Definitely! At this event, visitors get a glimpse of future technologies not yet available to the public, whether through the inspiring training sessions or the one-of-a-kind networking opportunities. If you want to get insight in the world of digital business – this is a place you should not miss.

## Additional News



### Vote for EDGE8™ in the Data Centre Solutions Awards

Corning's EDGE8™ Solution has been shortlisted as "Cabling Product of the Year" in the Data Centre Solutions Awards 2017.

Following last year's success, we're looking to retain the title of "Cabling Product of the Year" in the Data Centre Solutions Awards 2017 for our EDGE8 Solution.

The industry's first modular, tip-to-tip optical cabling system to feature an 8-fibre (base-8) cabling design, EDGE8 has over the past year seen a number of updates including innovations in network performance monitoring and housing/module options for even greater flexibility in higher-speed deployments.
The final winner will be decided by a public vote.

Please lend your support by voting here.

## Catch Corning on Training and Events

### Webinar

Go To Webinar Webpage

### Events

**Data Centre Experience, Hamburg on April 4th**
One of the leading conferences for technologies and trends in the datacenter industry gathering investors, operators and professional planners.
Go To Website

**ET Seminar London on April 6th**
Next-Generation DC and Converged IT Infrastructures Seminar.
Register For The Seminar

**Sonepar Partnertreff West, Bochum on April 28th - 29th**
Traditional tradeshow for the electro industry is the center of thought exchange, new markets and opportunities.
Go To Website

**DCD Middle East, Dubai on May 9th**
Booth Number, N°33
The region's most important gathering of data center end-users, operators, service providers, and advisors.
Go To Conference Website

**LANline Berlin on May 9th**
A technical forum for cabling, network, and infrastructure.
Read More

**DC Forum Helsinki on May 9th**
A conference gathering professionals involved with the managing and operations of their organization's IT infrastructure.
Go To Event Overview