



MARKET FOCUS 2018



Call For Speakers

Now in its twelfth successful year, the ECOC Market Focus has grown to become one of the focal points of the show and a popular platform to gain industry knowledge and insight into the latest technologies available.

Remote sensing, bio-medical applications, consumer products and free space optics will be among the latest trends discussed at this year's Market Focus, with a New Markets Track set to run for the first time as part of the event, we are looking forward to continuing the success of Market Focus in 2018 and we are delighted to welcome back the industry experts who make up the ECOC Advisory Committee.

The Committee is the decision-making force behind the presentation selection process and includes representatives from across the optical communications space - telecom operators, system vendors and component manufacturers to industry analyst groups and independent industry bodies.

Chaired by Per Danielsen, editor of Telekommunikation, the experienced Committee includes: Pierpaolo Ghiggino of NIS Ltd, Wladek Forsyjak of Aston University, Stephan Neidlinger from ADVA Optical Networking, Michael Lebby from Lightwave Logic, Daryl Inniss from OFS, Glenn Wellbrock from Verizon, Frank Chang from Inphi and photonics industry expert Bimal Nayar, from Network Rail.

If you are interested in speaking at the ECOC Market Focus please contact emma.harvey@nexusmediaevents.com by Friday 29th June 2018 stating your company name, position, topic of interest and a 100 word summary of your presentation theme with a title based on one of the topics below.

Market Focus 2018 topics

Service and content provider optical transmission

- State of the optical transport market
- 100G and 400G transmission standards
- 100G for metro networks
- Scaling capacity with DWDM super-channels
- Optical Transport Network (OTN)
- Intersatellite communication
- Design & planning software
- Testing high-speed services, networks and components
- Embedded network monitoring and diagnostics

Optical Network Agility/Software Defined Networks

- Mesh network architectures
- Colourless, directionless, contentionless ROADMs
- "Gridless" networking: an emerging requirement?
- Rate-adaptable and tunable transceivers
- Network automation and control plane standards
- Core and add/drop routing technologies
- Open optical line systems

Datacenters: Optics in Cloud Computing

- Datacenter switching
- High density multi-Tb/s optical interconnect
- 100G/400/800 GbE optics
- Parallel optics and active optical cables
- Energy Efficient Ethernet and green data centres
- High-performance computing requirements
- Integrated (Black Box) vs. disaggregated (White Box) Networking

New markets

- 3D sensing
- Consumer products
- Remote sensing
- Optical radars
- Bio-medical applications
- Plastic optical fibre and in-home cabling
- Free space optics
- New applications

Photonics integration and digital silicon photonics

- Optoelectronic integration trends and applications
- Progress in silicon photonics and hybrid silicon lasers
- High speed converters and digital signal processors
- Optical and digital signal processing
- Vertical-cavity surface-emitting lasers (VCSELs)
- Optical Intergrated circuit and ASIC/DSP development
- Chip-to-chip communications
- Small form factor & coherent pluggables
- CMOS vs. InP photonics
- Beyond the gold box
- Service providers
- PAM4
- Chip-on-board and board mounted client optics

Fibre access

- The global fibre to the premises (FTTP) market
- Optical transmission cable access networks.
- Total solutions supplier for FTTH
- Fibre to the antenna for 5G mobile networks
- 100 and 200G coherent transmission in access network
- Low-cost components for WDM / high-speed PON
- Alignment equipment and fibre optic connector cleaning
- Innovative cable installation and management methods
- Optical backhaul/fronthaul for mobile
- Residential and commercial
- 5G standards
- Photonics role in Internet of Things

All speakers will be carefully considered by the organisational committee and successful applicants will be contacted shortly after the submission deadline:
Friday 29th June 2018

DEADLINE
29th June 2018

2017 Speakers included:

Brian Smith
Lumentum

Brad Booth
Microsoft

David Bianchi
Cisco

Francios Robitaliie
EXFO

Gert Grammel
Juniper Networks

Paolo Monti
Ericsson

Robert Blum
Intel



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www.ecocexhibition.com