



## ECOC EXHIBITION INDUSTRY AWARDS

# ECOC 2021 INDUSTRY AWARDS

In conjunction with Optical Connections

Following the introduction of the first ECOC Exhibition Industry Awards in 2020, we continue the celebration of achievements in advancing the business of optical communications, transport, networking, fiber-based products, photonic integration circuits and related developments with the 2021 Awards.

The Industry Awards awards are run in conjunction with Optical Connections and ECOC Product Focus at the annual exhibition and are free to enter.

Businesses in the industry can apply for more than one category and all nominations are individually scored by the Industry Awards Committee, a group of industry experts who will review the progress of advanced technologies from research to commercialization including volume production as well as new and innovative products.

Winners will be announced at the ECOC Exhibition in Bordeaux, with the presentations taking place in the Product Focus theatre on 14th September.

Deadline for entries: **Friday 9th July 2021**

## AWARD CATEGORIES

### Data Centre Innovation/ Best Product

Broad based. Patch panels, switches, transceivers, servers, fiber, etc. Demonstrate lower cost, lower power consumption, thermal management commercial viability. Innovative packaging/line card and co-packaging solutions. SW solutions that increase security efficiency and can help reducing footprint and power consumption.

### Optical Integration (SiPh and/or other)

Photonic integration has been identified as a path to lower cost, lower power consumption, and higher throughput. Silicon photonics has been in the center of this debate. This award is technology agnostic. We are looking for technologies that integrate (hybrid or monolithic) numerous optical functions to increase capacity while lowering cost and power consumption. A critical part of this award is revenue—the product is shipping for revenue.

### Innovative FTTx Product

This should be broad-based. Fiber, connectivity, installation, transmission gear, high speed, environmental design, etc. HW and SW solutions to increase bandwidth capacity, its management and overall scalability.

### Optical Transport Award

Optical networking continues to focus on higher capacity to lower transmission cost. Higher speed, modulation/coding, longer reach, higher wavelength density, multiplexing schemes. Innovative use of electronics and software to enable more competitive photonics solutions in the network. Advanced designs that permit for example: longer reach, higher capacity with fault tolerant, error correcting, dispersion management system design. Use of higher performance optical components and co-packaging designs to enable multi-100s Tbps capacities in switches and routers.

### Most Innovative Product

Looking across the industry—what new product is driving change in its respective market segment. What's timely and helping to increase the use of optics. Metrics would include design features that are photonics, electronics, thermal, mechanical, chemical, environmental and carbon footprint based.

### Best Fiber/ Fiber Component Product

Fiber and its connectivity are among the forefront optical communications technologies. This award identifies technology, product, or process innovations that distinguishes and/or drives lower cost, improve ease of installation, improve reliability, increase connectivity density and scalability. Innovative fiber designs, fiber management systems, fiber adapters, trays, modules and connection systems.

## HOW TO ENTER

Once you have decided on the award (s) you would like to enter, the awards committee would like to see a 1-page summary, which answers the following:

- What has been done?
- What's the significant commercial contribution?
- What's the outlook?
- What is the competitive positioning?
- Please include a description of challenges that might create headwind

Clean, clear, simple descriptions, examples, and facts, where possible. The awards committee needs to be able to verify the claims in some way so the submissions have to provide a level of evidence of the success or progress of the development.

Submit your entry information to [emma.harvey@nexusmediaevents.com](mailto:emma.harvey@nexusmediaevents.com) by 9th July 2021.



THE ECOC EXHIBITION 13-15 September 2021  
Bordeaux, France [www.ecocexhibition.com](http://www.ecocexhibition.com)

