



ECOC 2023 INDUSTRY AWARDS

In conjunction with Optical Connections

Launched in 2020, to celebrate the 25th anniversary of the event, ECOC introduced the ECOC Exhibition Industry Awards, in conjunction with Optical Connections. The awards emphasise technology and product commercialisation; they highlight significant achievements in advancing the business of optical communications, transport, networking, fibre-based products, photonic integration circuits and related developments.

The committee reviews the progress of advanced technologies from research to commercialisation including volume production as well as new and innovative products.

AWARD CATEGORIES

Best Fibre/ Fibre Component Product

Fibre and its connectivity are among the forefront of 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 fibre designs, fibre management systems, fibre adapters, trays, modules and connection systems.

Data Centre Innovation/Best Product

Broad based. To include patch panels, switches, transceivers, servers, fibre, etc. Demonstrate lower cost, lower power consumption, thermal management and 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 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 PON/5G/FTTx product

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

Most Innovative Products - 5 sub categories

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.

- **Most Innovative Pluggable Transceiver/ Co-Packaged Module**
- **Most Innovative Test Equipment**
- **Most Innovative Photonic Component**
- **Most Innovative Chip-Scale Packaging/ Optical Sub Assembly**
- **Most Innovative Hybrid PIC/Optical integration Platform**

HOW TO ENTER

Deadline Monday 12th June

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.

The following are examples of the kind of information we are expecting in a 1 page summary:

What has been done?

Introduce a new product to the market. It provides superior performance over existing approach

What's the significant commercial contribution?

Attracted xx customers to date. Have shipped over \$xx for revenue over the past xx years. This is the fastest growing product in our portfolio.

What's the outlook?

Expect this product to continue to take market share from existing technology

What is the competitive positioning?

Two answers here—other suppliers and other technologies. There is no other supplier to date using this technology. We believe we are leading due to our IP position. Technology-wise, the performance of our product is superior to existing approach.

Please include a description of challenges that might create headwinds.

We are a new player in the market, small relative to our competitors. Some customers may not be willing to invest deeply into our technology



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