



# In The Core

Carrier Ethernet Evolved: Oct. 30, 2007

[www.LightRiver.com](http://www.LightRiver.com)

**The Trek to Modern Carrier Ethernet – First in the Series**  
**October 30<sup>th</sup>, 2007 / 1:30 PM Eastern (10:30 AM Pacific)**  
**Click [here](#) to register.**

LightRiver Webinars are FREE to Independent Network Operators

### Where to Find Us

#### Tradeshows:

**TelcoTV**  
Oct. 23<sup>rd</sup> – 25<sup>th</sup>  
Atlanta, GA

#### Online:

[www.LightRiver.com](http://www.LightRiver.com)

#### Via Phone:

(925) 299-9524 - West  
(813) 671-4956 - East

### What LightRiver Offers

- ▶ Next-Generation Network Design
- ▶ "Carrier Grade" Equipment
- ▶ Professional Engineering Services
- ▶ Training and Support Services

Interested in our offerings? [Contact us](#) to learn how to order!

### About LightRiver

We provide engineering services, networking equipment, and training for our clients with "carrier grade" networking needs.

With tremendous experience servicing clientele in the Utility, Telecommunications Service Provider, and Government markets, LightRiver offers turn-key solutions for your mission critical networking challenges.

For more information about how LightRiver can help you improve service and profitability, please visit our [web site](#).

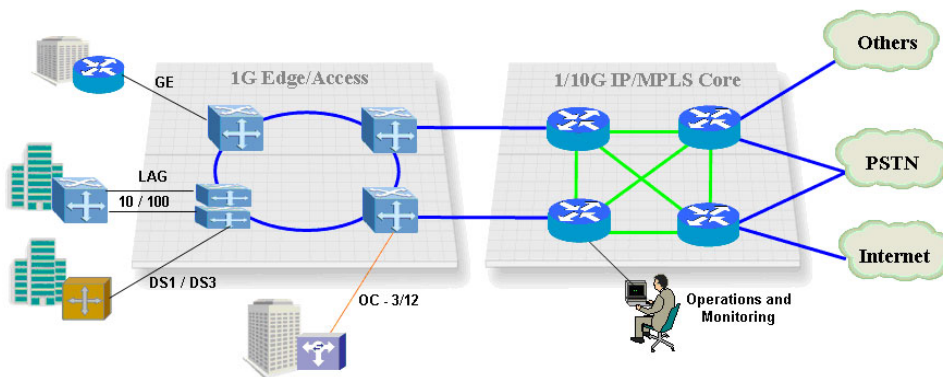
## Carrier Ethernet Evolved

Recent expansions in demand for bandwidth hungry services are exceeding the capacity of the traditional TDM services (T1's, T3's, SONET) that have provided high quality services, set the bar for performance standards, and profitability for network operators for many years. Addressing this challenge, network operators have turned to the most ubiquitous, cost-effective network technology available – Ethernet.

But with a market accustomed to high-quality TDM services, can Ethernet provide a suitable alternative?

In its original conception, Ethernet was intended to be an Enterprise technology. Simplicity and ease of operation were designed in. But little attention was given to the characteristics that are priorities in the carrier world – robustness, resiliency, quality of service, manageability.

Join LightRiver's Brian Wilkin, Data Transport Solutions Expert, as we explore the trek of basic enterprise class technology into a platform capable of supporting the massive, complex traffic present in commercial networks which has led to the creation of **Carrier Ethernet**. Click [here](#) to register.



LightRiver's latest webinar reviews the development and current status of Carrier Ethernet technology. From a commercial network operator's perspective, this presentation discusses the critical issues to be considered when designing a network to carry and deliver Ethernet services: resilience, scalability, etc. Please join us **Tuesday, October 30<sup>th</sup>, at 1:30PM EST** to explore this first in a series of webinars covering Carrier Ethernet. Register for this event by clicking [here](#)

**LightRiver Technologies – The Optical Networking Authority.**

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