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Press Information

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EU funds 1.02 Billion EUR for Broadband Deployment

States Dr. Rudolf Strohmeier, Head of Private Office for EU Commissioner Reding, at IEEE ICC 2009

Dresden (Germany), June 16, 2009 – The 2009 IEEE International Conference on Communications (IEEE ICC 2009), the annual flagship event sponsored by the IEEE Communications Society (IEEE ComSoc), is dedicated to furthering the discussion of the latest technical and business issues in communications and networking.

The second day of the conference concluded with an address by Hartmut Kremling, CTO of Vodafone Germany and Arcor AG, on “Convergence – Vision and Factors of Success.” Kremling punctuated his presentation by stating that “convergence means customer focus, not technology focus” and that “technology is a critical enabler for convergence.” He also added that “convergence equals technology independence for customers.” We are moving from “generation download to generation upload” as more and more end-users become content providers. The resulting need for more capacity will impact network resources.

Dr. Rudolf Strohmeier, Head of Private Office for EU Commissioner Reding, continued the theme during his talk on “Telecom and Media: How advanced is convergence?” at the Tuesday morning keynote session. Strohmeier noted that “convergence remains one of the important drivers – if not the most important driver – of changes and innovation in the ICT sector.” According to Strohmeier, “there is a political consensus that investment in broadband is essential to provide the basis for future growth and competitiveness in a digital economy and society. For this reason, up to 1.02 billion EUR of EU funds will be made available for broadband deployment across Europe.”

He further explained that “by making the necessary investments in cooperative research, Europe has the potential to seize a great opportunity to deliver a new generation of telecom infrastructure, network and Internet technologies that will be used as fundamental building blocks for health, government, transport, entertainment, environmental and education applications and services.”

These statements coincide with several initiatives by the European Commission, which has developed four series of guiding principles and focus areas designed to improve the usage of future services and products throughout the continent. This includes investments in high speed infrastructure and maintaining access for all; keeping the Internet open to competition, innovation and consumer choice; promoting user trust by empowerment, privacy, and security; and fighting climate change.

In fact, later in the day an executive panel of communications experts spoke at length about “Green Communications” and the worldwide need to increase awareness for new energy- and cost-saving technologies used within global communications network operations. According to the panel, research is necessary for finding ways to reduce energy consumption. Starting with smart power solutions for devices in standby mode, the goal must be a complete reduction of energy consumption when electronics are idle.

In addition to these activities, attendees have the opportunity to tour the Exhibit Hall and learn about the latest telecommunications solutions currently under development and being introduced by leading communications companies and research institutions. Through the interactive expositions and exciting product demos, attendees will experience the next wave of revolutionary tools and technology.

The IEEE Communications Society has nearly 40,000 members and is the second largest of IEEE's 37 technical societies. Founded in 1952, it has become the major international forum for the exchange of ideas on communications and information networking.

For questions, please email press.icc2009@comsoc.org.