

OPTICAL FIBRE



**SPECIAL
REPORT**
 ON INNOVATIONS IN
 FIBRE OPTIC
 TECHNOLOGY

INTRODUCTION

Over the last 30 years there has been a substantial growth in global communications. Vast amounts of information once thought hard to comprehend are being transmitted around the globe in an instant, meaning that instantaneous communications has readily become a reality. This has become possible by the shift in electro conduction to fibre optic data communication. At this very moment billions of cost-effective, durable cables no thicker than a human hair are encircling our globe. Fibre optics truly is the life line that has moved hundreds of countries, millions of businesses and billions of people into a single global community.

On 25th May, Mediaplanet will be publishing a 16 page publication with The Guardian newspaper looking into the fibre optic industry. This publication will be distributed nationally and will reach the Guardian's 1.3 million strong public and private sector readership. In addition to this we are also distributing at the European Conference and Exhibition on Optical Communication, Europe's number one optical communication event.

It will aim to explain not only how fibre optic technology works, but how it can be applied in a range of applications from networking and broadband, to the medical industry and laser conduction. Organisations will learn about how fibre optics can revolutionise their business and consumers will understand how fibre optics can change the way they communicate with the world.

EDITORIAL SYNOPSIS

■ How does fibre optics work?

The concept of optical data transmission and the benefits over traditional conduction.

■ What does fibre optics mean for communications?

In a word 'Increase'; Increased bandwidth, increased performance, increased speed, increased reliability.

■ Fibre Optics for consumers.

Fibre optic broadband, faster television, clearer telephones, more information equals a better smoother quality of life.

■ Fibre Optics for business.

Fibre optics does not only connect you to broadband, they are an effective means of transmitting data, providing lighting or conducting electricity.

■ Is fibre optics Secure.

With fibre optics replacing traditional copper telephone lines, are they more secure from third party 'tapping' than their original counterparts.

■ Fibre Optics, the new veins of our world.

Traditional phone lines have been in place for over 100 years, it's time that the veins that feed our world got a transplant.

This publication offers a unique opportunity for companies in the industry to promote themselves to both the public and private sectors within a highly relevant publication. By combining excellent editorial, focus content and national coverage in an award winning publication, this is the perfect opportunity for an organisation to promote their brand as well as generate new custom.

To find out more about being a sponsor, advertiser or case study, please contact me on:

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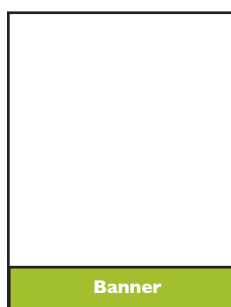
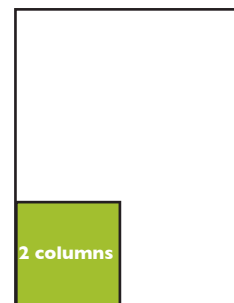
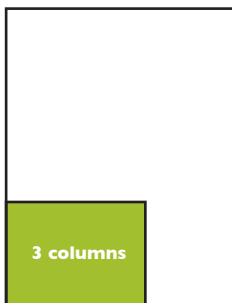
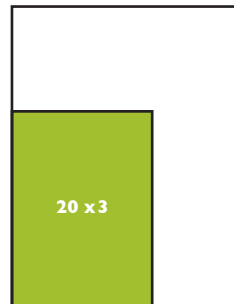
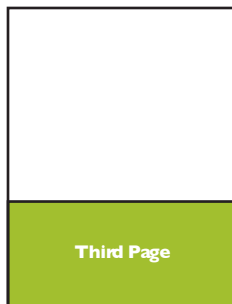
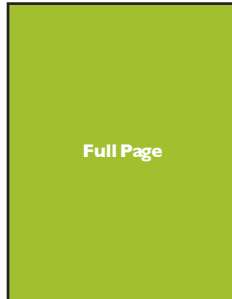
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This 16-24 page report will be distributed within The Guardian on 25th May 2010, to UK Mainland, with a reach of 1.3 million readers.

With more than 1000 publications to be published in 2009 across 15 countries on two continents, Mediaplanet is the leading global publisher of high quality and in-depth analysis of topical industry and market issues. www.mediaplanet.com

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Distribution

Print run
Format
Pages
Publication
Copy deadline

Supplement within The Guardian

360, 000
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16 pages
25th May 2010
11th May 2010

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Centre spread
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Half Page
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90x118.75mm
90x80.4mm
40x201mm

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