

Huawei launches new products at CeBIT

Huawei has shared its vision of Innovative ICT, Building a Better Connected World and introduced its latest ICT solutions at CeBIT 2015 in Hannover, Germany.

At the press conference, Huawei showcased its eLTE Broadband Trunking Solution, Agile Wide Area Network (WAN) Solution, OceanStor 9000, and Next-Generation Anti-Distributed Denial-of-Service (DDoS) Solution.

These solutions have been developed to address the impact of rapid ICT development, in particular, changing business models within vertical industries such as the electric power, media, and finance sectors to drive the development of smart cities, smart-grids, omni-media and omni-financial services.

"The four major innovative ICT technologies, which include mobile broadband, software-defined networking (SDN), cloud computing and big data, are reshaping all traditional industries," said Ryan Ding, Executive Director and President of Products & Solutions of Huawei. "ICT infrastructure has transformed from being an enterprise's support system to a part of the value-adding production system. It has become a powerful engine that facilitates business transformations for enterprises across different industries. With our innovative approach and focus on ICT infrastructure, Huawei is openly collaborating with partners and customers to promote business transformation and the development of a better connected world," he added.



Ryan Ding presenting at CeBIT 2015

Products and solutions

Information on each of the four Huawei products and solutions were provided:

- **eLTE Broadband Trunking Solution:** Enabling interconnectivity among industries and in smart cities. The Huawei eLTE Broadband Trunking Solution is based on 4G technology. It supports voice trunking, data, and video in one network, which

enables dispatching visualisation.

To satisfy the vertical industry requirements, the Huawei eLTE Broadband Trunking Solution supports more frequency bands, offers greater flexibility in networking, and provides a number of terminal choices. Aside from the common frequencies of 400MHz, 800MHz, 1.4GHz, 1.8GHz and 2.3GHz, the solution also supports broadband trunking communications in the 3.5GHz frequency.

In addition to EP820 Broadband Trunking Handset and the EM720 Industrial-Grade Mobile Hotspot, Huawei is also collaborating with partners to develop more devices to address industry-specific needs.

The solution supports connections to intelligent video systems, Telepresence, IP call centres and third-party applications, which helps to improve the efficiency of inter-department collaboration and emergency response of governments overall;

- **Agile WAN:** WAN 3.0, Creating the best experience. As the bridge connecting the world, Wide Area Networks are gradually becoming bottlenecks for enterprises that are trying to provide good end-user experience, and improving WAN capabilities is a current trend.

The Huawei Agile WAN Solution, through integrating WAN SDN, Internet protocol (IP) hard-pipe technology, atom routers, high throughput, eSight mobile and other leading technologies, helps enterprises stay competitive by providing reliable network connections to ensure a high-quality experience;

- **OceanStor 9000:** Fastest scale-out storage, opening the 4K age. With the rise of the 4K ultra-high-definition (UHD) era, Huawei launched its OceanStor 9000 - the world's fastest storage system with large-scale horizontal scalability - to meet the growing needs of the media industry.

With its unique eTurbo communications protocol, OceanStor 9000 is the first network attached storage (NAS) system that addresses production and editing requirements with six-layer 4K UHD programs. With a high-density and energy-saving system design, OceanStor 9000 enables media organisations to save operating costs by reducing machine room space by 200% and energy consumption by 32%. It also helps improve overall efficiency by enabling the management of the entire program production, including reporting, editing, broadcasting, managing and storing, in a single storage system; and

- **Next-Generation Anti-DDoS:** Protect business operations in a better way. Huawei's Next-Generation Anti-DDoS Solution uses big data technology to build traffic models in over 60 dimensions to prevent hundreds of DDoS attacks without unintentionally interrupting legitimate requests.

Huawei's powerful and most current IP reputation technologies can accurately identify zombie hosts while improving the internet access experience of legitimate users.

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