

CABLING FOR THE FUTURE

Innovate

The Siemon Company Newsletter | Issue 09



LightHouse™

Advanced Fiber Cabling Solutions

HAVE YOU SEEN THE LIGHT:

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Advanced Fiber Cabling Solutions** P04

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Siemon Announces LightHouse™, an Expanded Portfolio of Advanced Fiber Cabling Solutions

Siemon's comprehensive line of high-performance fiber optic solutions for Data Centers, LANs and Intelligent Buildings are now aligned under the Siemon LightHouse brand.

Aligning Siemon's established line of end-to-end fiber cable and connectivity systems with a wide array of new product innovations, Siemon's LightHouse delivers a comprehensive range of high performance fiber solutions to support nearly any network infrastructure.

LightHouse takes advantage of competitive pricing levels on the most commonly used fiber cable and connectivity systems, combining them with Siemon's advanced, problem solving products to deliver a fiber portfolio unmatched in terms of total customer value.



EXPLORE



LightHouse™

Advanced Fiber Cabling Solutions



▶▶ Siemon's LightHouse Family of High-Performance Fiber Optic Products includes:

- A complete line of high-density Plug and Play solutions supporting up to 40 and 100Gb/s featuring Siemon's innovative LightStack™ solution with best in class cable management accessibility and ease of use
- Comprehensive line of RIC, SWIC and FCP rack and wall-mount fiber enclosures
- Rapidly deployed, preterminated and tested trunking assemblies in custom lengths, fiber counts and configurations
- High-performance, factory-tested jumpers and pigtails including Siemon's innovative push-pull LC BladePatch®
- Field-terminated connectivity — multiple LC, SC and ST configurations, individual and mass fusion splice solutions
- Fiber Cable Offering — Multimode OM1 62.5/125, OM2, OM3 and OM4 50/125, and Singlemode OS1/OS2
- Passive Optical LAN splitters and enclosures
- Cost effective Cisco-compatible SFP+ and QSFP high speed interconnect assemblies

To learn more about Siemon's LightHouse advanced fiber cabling solutions visit: www.siemon.com/lighthouse



Siemon Expands MapIT[®] G2 Automated Infrastructure Management System with the Highest-Performing TERA[®] Solution

Siemon is pleased to announce the expansion of its MapIT G2 Automated Intelligent Infrastructure Management system with the addition of its fully shielded Category 7/7A TERA solution.

The combination of MapIT G2 technology built into TERA patch panels and cords and the upcoming feature-rich Siemon EagleEye[™] Connect software will deliver

real-time tracking and management of the highest performing and most secure Category 7A/Class FA twisted-pair cabling system available.



The MapIT G2 TERA system includes robust intelligent patch panels that are easy to install with modules that snap in from the front or rear and include Quick-Ground technology for proper grounding of the shielded system. The panel's angled design allows for easier cable routing directly to vertical managers. The panel displays real-time information about each patch cord connection and circuit trace locally at the backlit graphic LCD display.

Designed for superior reliability and corrosion resistance, the MapIT G2 TERA patch cords are available in both 2- and 4-pair versions and feature an accessible sensor pin at the rear of the boot for testing and mapping purposes. The 2-pair cords accommodate cable sharing where two 2-pair applications such as VoIP or 10/100BASE-T can run over a single 4-pair cable and outlet, saving cable cost and pathway space.

“Not only are we excited about our powerful EagleEye software, but implementing MapIT G2 technology into the TERA system results in one of the industry’s only category 7A/class FA automated infrastructure management system,”

says Robert Carlson, Siemon’s vice president of global marketing.

“There are many forward-looking end users that deploy TERA for its unparalleled performance of 1000 MHz bandwidth, its TEMPEST rating for superior security, and its ability to support cost-effective cable sharing. Providing these customers with an intelligent version of TERA brings this premium fully-shielded system to a whole new level of network management, protection and reduced downtime.”

A combination of MapIT G2 smart connectivity technology and the new EagleEye software provides complete visibility and control of the physical layer. Using real-time port monitoring and tracing capability, the system identifies faults, unauthorised connections and unused ports to improve troubleshooting response time, work order processes, security and asset management. MapIT G2 TERA patch panels are extremely efficient, using up to 78% less power than competing systems scalable.

They are also available in field upgradable MapIT G2-Ready versions for a simple and cost-effective migration path to automated infrastructure management.

EXPLORE

Getting Smart, Getting Rugged Extending LANs into Harsher Environments

Virtually everything we do now on a daily basis touches the network - whether it's buying a snack, sending an email or taking a ride at an amusement park.

The proliferation of digital information, wireless handheld devices and Ethernet into every facet of our lives means that connections to networks need to be in more places than ever before.

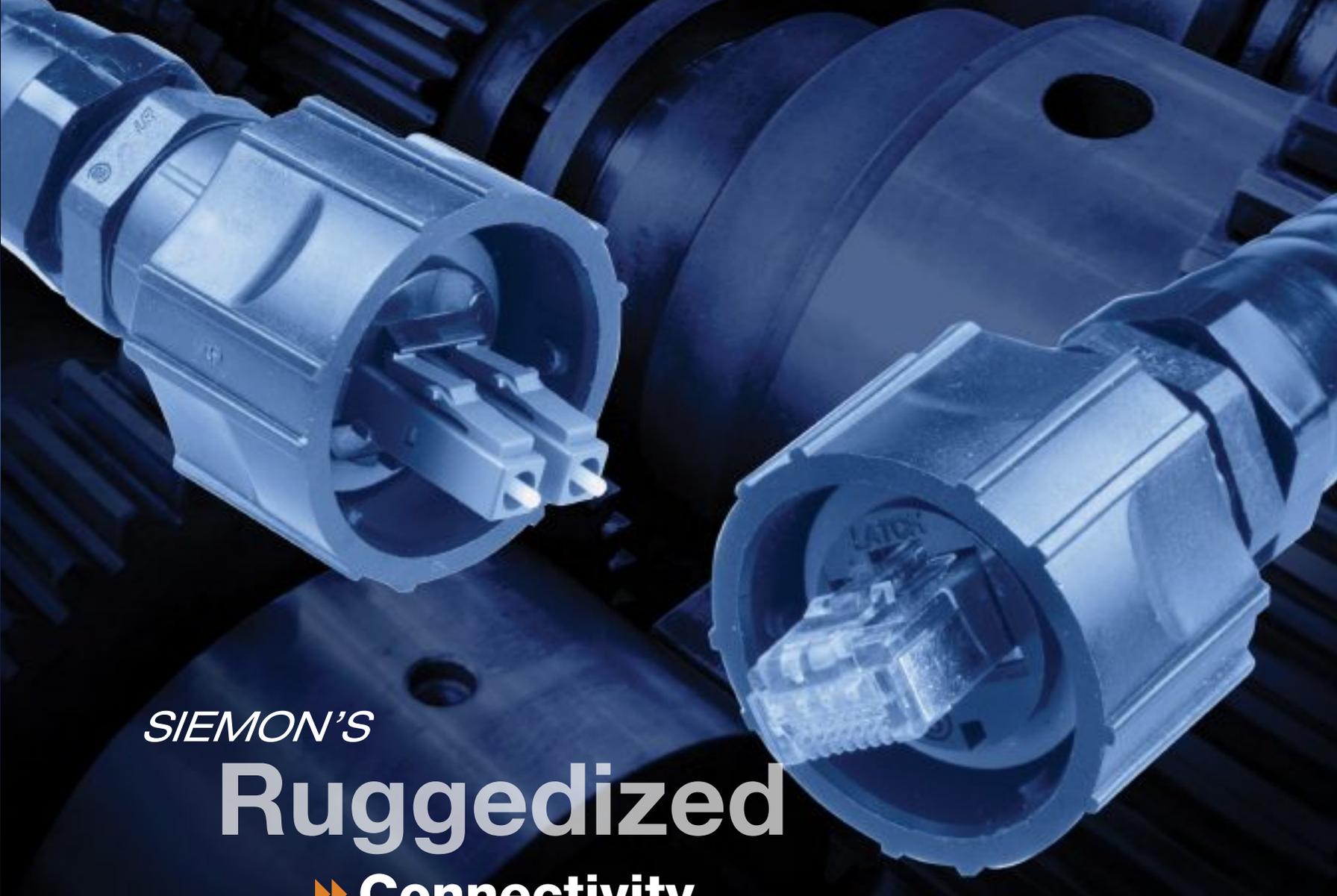
With manufacturing environments having rapidly migrated to Industrial Ethernet over the past decade as a means to deliver information for industrial automation and control systems and to integrate factory environments with the corporate LAN, it's no wonder that the industry is seeing a growing demand for network cables, patch cords and connectors capable of withstanding more severe conditions.

But what about environments that fall somewhere in between—not quite severe enough to be considered “industrial” but in need of something more ruggedized than what exists in everyday commercial office environments? Extending the network into these types of environments is becoming more common than one might think. As our world becomes more digital, these types of environments are popping up everywhere and demanding ruggedized network cables, patch cords and connectors that maintain long-term network reliability and prevent the need to replace components due to corrosion and damage from a variety of elements.



DOWNLOAD THE FULL WHITE PAPER
TO FIND OUT MORE





SIEMON'S

Ruggedized

▶▶ **Connectivity**

Siemon is well-known for its industry leading, high performance connectivity. The same high performance copper and fiber products are available with our patented Ruggedized MAX® & Z-MAX® housings. Ruggedized outlets and modular patch cords provide an IP66/IP67-rated seal, protecting plug and outlet contacts from dust, moisture, industrial cleaning chemicals and vibration. These solutions are ideal for protecting valuable connections in laboratories, hospitals, food processing plants and other harsh environments.

For more information on Siemon's line of Ruggedized products visit: www.siemon.com/ruggedized



EXPLORE HOW LA DODGERS HIT A
HOME RUN IN MAJOR LEAGUE UPGRADE



Siemon Named One of the Most Promising Cisco Providers



Siemon is honoured to have been named one of the '20 Most Promising Cisco Solutions Providers for 2014'.

The selection was made by a distinguished panel of CEOs, CIOs, CTOs, and analysts, including the CIO Review editorial board. Siemon joins the ranks of vendors providing solutions and services in partnership with Cisco that have showcased extensive business process knowledge and in-depth integrated and innovative strategies, combined with a talent base across multiple locations.

As a frontrunner in providing hardware, software and service offerings for today's IP-based networks, Cisco has driven much of the technological advancements that are helping to create powerful connections and easy access to information. While a myriad of companies partner with Cisco to bring networking advantage to their customers, the companies chosen as the 'Most Promising Cisco Solutions Providers' are those that stand out at the forefront of tackling the challenges of the networking market.



EXPLORE

Siemon Keeps Customers Connected with New Mobile App

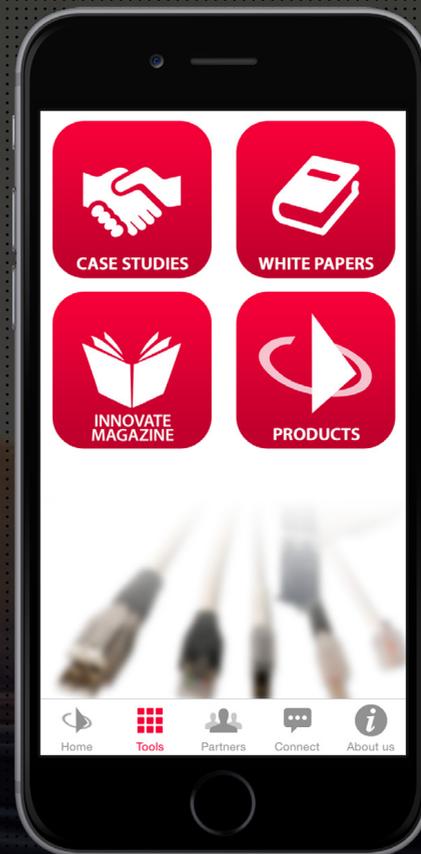
Siemon is happy to announce the launch of its new free mobile app, available for both Apple iOS and Android devices.

The new app has been developed by Siemon to offer a quick and easy gateway to all of our most popular resources, such as White Papers, product spec sheets and details of new product launches.

Through the simple to use mobile app, customers can gain instant access to INNOVATE: Cabling for the Future, Siemon's interactive digital magazine, as well as case studies from around the world; plus keep up-to-date with industry facts and opinions from Siemon's experts in Standards Informant and Infrastructure blogs.

Designed with the installer in mind, the app provides easy mobile access to product data, spec sheets and installation instructions for the full range of copper and fiber optic cabling, connectivity, cabinets, racks and cable management.

Further features allow visitors to browse the comprehensive library of video tutorials and demonstrations and the educational shielded cabling resource center.



“With the new mobile app, we can provide our customers with quick and easy access to the information they need.”

Robert Carlson,
Vice President of Global Marketing, Siemon

[CLICK HERE TO FIND OUT MORE AND DOWNLOAD THE APP](#)

Siemon Data Center and Network Infrastructure Webinar Series

These are some of the highlights from Siemon's 2014 Webinar series, keep a look out for other upcoming Webinars in 2015.

IEEE 802.11ac 5GHz Wireless Update and Structured Cabling Implications

Siemon continued its free webinar series with a special 30 minute educational update, presented by Siemon's Valerie Maguire, on the newly published IEEE 802.11ac Very High Throughput 5GHz Wireless Standard.

[WATCH THE FULL WEBINAR](#)

An Update on Storage Network Technologies including: DAS, NAS, SAN, SAN over IP, Fiber Channel and More

Siemon's Carrie Higbie, presents this informative Webinar covering trends, technologies and standards surrounding today's vital storage area networks (SANs) and exploring how to effectively store and protect data whilst enabling fast, secure access.

[WATCH THE FULL WEBINAR](#)

40GBASE-T and Category 8 Network Cabling Update (APAC/EMEA)

Did you know Siemon regularly updates its free Visio stencil library so you can create great network diagrams quickly and easily?

[WATCH THE FULL WEBINAR](#)

The Need for Low-Loss Multifiber Connectivity In Today's Data Center

In this new video, Siemon data center expert Lyle Menard, RCDD/NTS, provides tips on how to benefit from the unique features of the Siemon VersaPOD data center solution when planning data center installations.

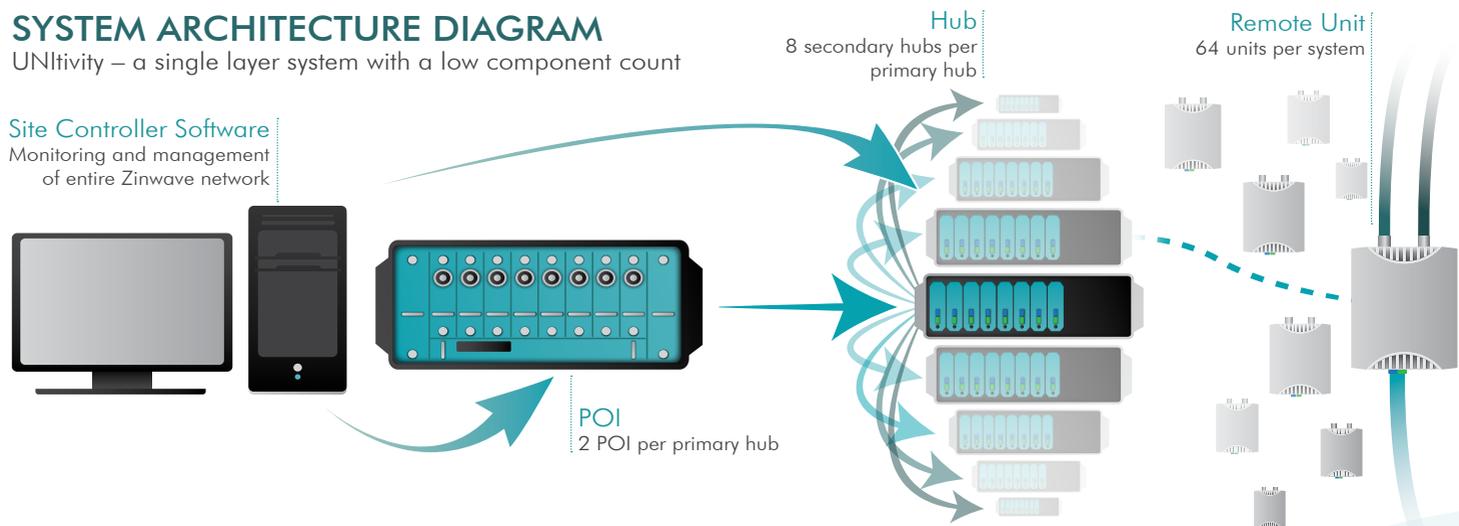
[WATCH THE FULL WEBINAR](#)



zinwave

SYSTEM ARCHITECTURE DIAGRAM

UNItivity – a single layer system with a low component count



THE TRUE COST OF IN-BUILDING DISTRIBUTED ANTENNA SYSTEMS (DAS)

More than 80% of mobile data sessions are initiated indoors and as a consequence the demand for dedicated in-building coverage is increasing globally at around 25% of CAGR. With a growing demand for optimal in-building coverage, Total Cost of Ownership is a key factor in the decision making process for any in-building DAS deployment. Not only must the initial CAPEX and OPEX costs be taken into account, associated lifetime, upgrade and running costs must also be considered, particularly as the release of the 4G spectrum is an undefined process with no common pattern emerging.

UNITIVITY – THE ONE LAYER SYSTEM FOR IN BUILDING WIRELESS AND IP COVERAGE

Zinwave's IBW solution has always offered a lower TCO by comparison to conventional DAS solutions because of its wideband capabilities. Zinwave has just launched UNItivity, a unified connectivity platform to further enhance its already proven offering. UNItivity integrates the company's unique wideband DAS technology with IP capabilities to deliver an end-to-end solution that supports multiple wireless and IP data services on a single, converged infrastructure.

UNItivity supports any service mix, protocol or modulation scheme between 150MHz – 2,700MHz on one hardware

layer. It is modular in design, flexible and scalable so users can quickly upgrade or add new services to existing installations without needing any hardware replacements or cabling refits, offering future-proofing advantages and delivering rapid ROI.

IBW COVERAGE CHALLENGES IN SPORTS STADIA

Smartphone usage in sports stadia during live events has become an integral part of the overall stadium experience for fans. Operators, owners and neutral host providers face growing challenges to satisfy coverage and capacity requirements expected on match days. A sudden surge in video streaming or social media activity during an event can quickly overwhelm current communications infrastructures. This leaves fans feeling frustrated and disappointed, with venue owners foregoing lucrative business opportunities.

Zinwave's IBW and IP coverage solution is being increasingly selected as the system of choice by stadium owners and neutral host providers and is delivering mobile operator and public safety wireless services at significantly reduced CAPEX and OPEX compared to coax-based installations. Zinwave's wideband capabilities are enabling these high density venues to overcome interference, soft handover and capacity management challenges and better manage peaks and troughs in network traffic.

System highlights

- **Wideband** – 150MHz-2,700MHz frequency range
- **One layer system** – for in-building wireless and IP applications
- **Future-proof** – supports any service mix, protocol or modulation scheme, including MIMO
- **Install once** – no upgrades or cabling overhauls needed
- **Fiber based** – low cost, low weight, low space with integrated support for IP services
- **Full MIMO** – all frequencies in any mix simultaneously
- **TDD and FDD** – any mix, any frequency
- **Low component count** – facilitates deployment, reduces costs
- **Flexible** – support all cellular and all public safety bands



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Tackling Challenges in the Networking Market with Siemon

Processor Magazine is 'Products, News and Information Data Centers can trust' and the cover story is about Siemon's trusted data centers capabilities that have resulted in Siemon being named

one of the most promising Cisco solution providers. As a Cisco Solutions Provider, all of our products are 100% compatible with Cisco equipment...

EXPLORE

Siemon Offers New E-Book: Advanced Network Infrastructure 2015

Siemon is pleased to announce a new e-book that covers a variety of emerging LAN, data center and intelligent building networking applications and trends. Entitled, "Advanced Network Infrastructure 2015," this free 64-page

E-Book is designed to provide a broad audience of IT decision makers - from the CIO to the network engineer - with new and important information...

EXPLORE

Siemon publishes white paper on 'killer application' IEEE 802.11ac 5GHz wireless

Siemon has published a new White Paper entitled 'IEEE 802.11ac 5GHz Wireless Update and Structured Cabling Implications'. Introduced with the warning "Killer application alert", the paper explains the very high throughput

wireless standard, which supports up to 1.3Gb/s data rates with equipment available today and can theoretically support up to 6.93Gb/s data rates...

EXPLORE



Siemon Offers New E-Book: Advanced Network Infrastructure 2015



We are pleased to announce a new e-book that covers a variety of topics on emerging LAN, Data Center and Intelligent Building networking applications and trends.

[DOWNLOAD NOW](#)

This free 64-page e-book is designed to provide new and important information on network infrastructure that will help you plan for 2015.

CONNECTING THE WORLD TO A HIGHER STANDARD



Zone Cabling for Cost Savings

Workspaces are becoming increasingly social and flexible and are constantly being re-arranged and updated.

To determine how structured cabling can best support this evolving trend, Siemon studied the cost and environmental impact of various structured cabling designs. The results are in: zone cabling deployments provide the optimum balance of performance, flexibility, and efficient use of cabling materials in today's enterprise environments.

Cables are then run from the outlets or connecting blocks in the zone enclosure to telecommunications outlets in the work area (WA), equipment outlets serving BAS devices, or directly to BAS devices. Patch cords are used to connect voice and data equipment to telecommunications outlets and to connect BAS equipment to equipment outlets.

What is Zone Cabling?

A zone cabling design (or topology) begins with horizontal cables run from patch panels in the telecommunications room (TR) to connections within a zone enclosure (ZE, sometimes referred to as a zone box), which can be mounted under a raised floor, in the ceiling, or on the wall.

Note that the connections in the zone enclosure are made using modular outlets and/or punch down blocks - there is no active equipment in the zone enclosure. When deploying a zone cabling solution, Siemon recommends positioning zone enclosures in the most densely populated areas of the floor space. Figure 1 shows an example of a zone cabling layout.



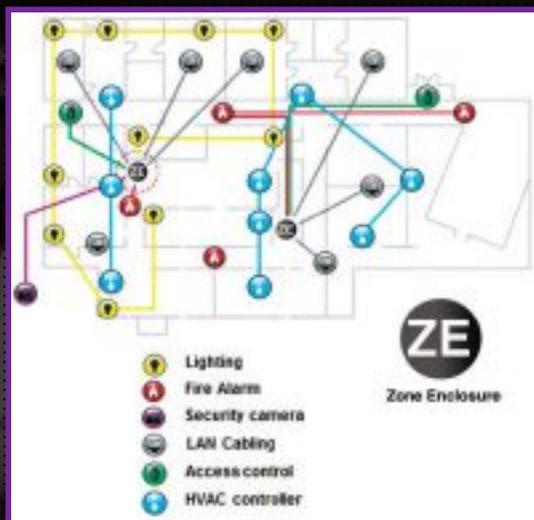


Figure 1: Example zone cabling layout serving voice, data, and BAS applications

Enabling flexible client work spaces that efficiently accommodate moves, adds, and changes (MACs) is a signature element of a zone cabling design. Through analyzing customers' office reconfiguration needs, Siemon observed that zone cabling deployments have the potential to provide significant cost savings benefits compared to traditional "home run" work area to TR cabling. This is because MACs performed on traditional home run topologies require more cabling materials and more installation time to implement. As an example, Figure 2 shows a traditional home run cabling link and a zone cabling link; both of which are supporting a work area outlet located 200 feet away from the TR. The zone enclosure is pre-cabled from the TR with

spare ports available to support new services and is located 50 feet from the work area outlet. If a second cable needs to be deployed, 200 feet of new cable needs to be pulled from the TR with a traditional design, while only 50 feet needs to be pulled when using a zone design. Significantly reduced installation times and minimized client disruption are additional benefits associated with pulling 75% less cable, which all contributes to improved return-on-investment (ROI) when using zone cabling designs.

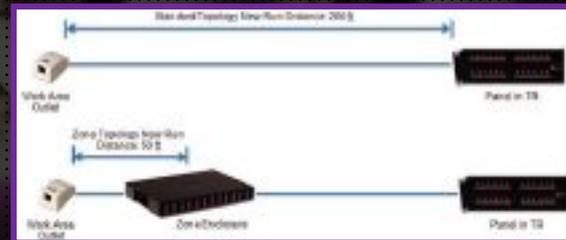


Figure 2: Example 200 foot traditional and zone cabling links depicting new cabling length required to support the addition of a new service

Zone Cabling Designs

Zone cabling systems are easily implemented using a variety of Siemon components, which encompass all categories of cabling and connectivity. The diagrams in Figures 3a, 3b, and 3c depict example zone and traditional cabling channel topologies for a sampling of media types.

[DOWNLOAD THE FULL WHITE PAPER TO FIND OUT MORE](#)

LA Dodgers Hit Home Run in Major League Upgrade

While the rest of us were busy watching football, hockey and basketball, something big was happening at Dodger Stadium.

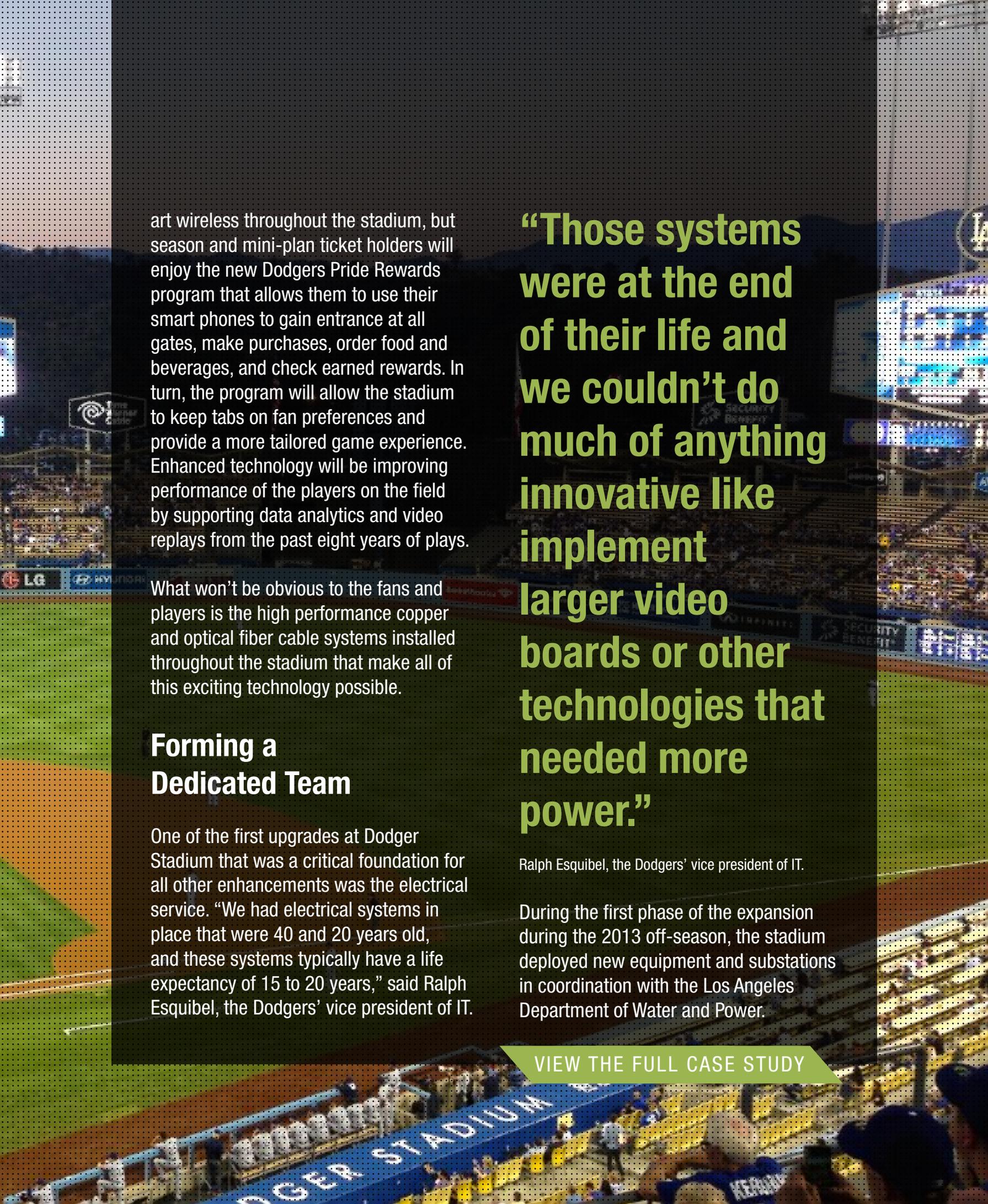
The 52-year old home of the Los Angeles Dodgers and the third oldest park in Major League Baseball has spent the past two off-seasons undergoing more than \$150 million of stadium upgrades.

Many of the enhancements were obvious to fans on opening day of the LA Dodgers' 2014 season in early April, including expanded entries, new seating and lounges, additional food services,

new retail stores, memorabilia displays, improved access, beautified landscaping and a fenced walkway for navigating the stadium's entire circumference.

Plenty of new technology was also a key component of the upgrade and one that was carefully considered to enhance the experience of longtime fans. Not only will fans have access to state-of-the-





art wireless throughout the stadium, but season and mini-plan ticket holders will enjoy the new Dodgers Pride Rewards program that allows them to use their smart phones to gain entrance at all gates, make purchases, order food and beverages, and check earned rewards. In turn, the program will allow the stadium to keep tabs on fan preferences and provide a more tailored game experience. Enhanced technology will be improving performance of the players on the field by supporting data analytics and video replays from the past eight years of plays.

What won't be obvious to the fans and players is the high performance copper and optical fiber cable systems installed throughout the stadium that make all of this exciting technology possible.

Forming a Dedicated Team

One of the first upgrades at Dodger Stadium that was a critical foundation for all other enhancements was the electrical service. "We had electrical systems in place that were 40 and 20 years old, and these systems typically have a life expectancy of 15 to 20 years," said Ralph Esquibel, the Dodgers' vice president of IT.

“Those systems were at the end of their life and we couldn't do much of anything innovative like implement larger video boards or other technologies that needed more power.”

Ralph Esquibel, the Dodgers' vice president of IT.

During the first phase of the expansion during the 2013 off-season, the stadium deployed new equipment and substations in coordination with the Los Angeles Department of Water and Power.

[VIEW THE FULL CASE STUDY](#)

PRODUCT SPECIFICATION SHEETS

LightStack

FIBER PLUG AND PLAY & FIBER CABLE

RUGGEDIZED

MAPIT G2 MODULAR PATCHING

LC BladePatch COLD AISLE CONTAINMENT

V800 V600 RACKS & CABLE MANAGEMENT

TOOLS & TESTERS

TRUNKING CABLES

VersaPOD

COPPER CABLE

EASILY ACCESSIBLE SPEC SHEETS TO EQUIP
YOU WITH THE KNOWLEDGE YOU NEED

CLICK