



Evolving Applications : Innovative Solutions



110110110001110001100100010101110100

QUALITY

PERFORMANCE



110110100101011101010011100011001000

s' Innovative Solutions

With Superior Essex I have one supplier
to cover all of my cabling applications.
It is one less thing I have to worry about.

*Joe Kramer, Cable Plant Administrator/IT Inspector
Los Rios Community College District*

My clients expect more than top quality products; they demand expertise, prompt technical support and high value. Superior Essex delivers on all of these.

*Jason Woods, Infrastructure Manager
Alfatech Cambridge Group*

I am busy working for my clients so if I have questions for vendors, I need answers quickly. Superior Essex has always impressed me with both their technical expertise and the support they offer me when I need it.

*Jorge Gomez, PE, RCDD, Managing Member
J&A Engineering, LLC*

We have used Superior Essex cable products for many years without fail. They have never let us down.

*Pete Archacki, RCDD, Director Structured Cabling Systems
Continental Electrical Construction Company*



Introduction

Superior Essex is a global leader in the design, manufacture and supply of a wide range of communications and data cable products.

With more than 50 years experience in telecommunications, we have cultivated one of the broadest offerings of high performance copper and fiber cables in the industry and built a reputation for delivering quality products to the market.

Along the way, we have become the preferred choice of many leading enterprises that have come to rely on our innovative solutions for their evolving applications.

- 2 10Gigabit Ethernet
- 4 Healthcare
- 6 Education
- 8 Financial/Insurance
- 10 Government
- 12 Technology
- 14 Hospitality/Convention/
Entertainment
- 16 Communication
Service Providers
- 18 Transportation
- 20 Industrial/Manufacturing
- 21 Retail/Services

10Gigabit Ethernet

2



Desjardins Financial-Financiers

Québec, Canada

Notable: A well-known Canadian financial institution

Cable Product(s): **10Gain** CAT 6A cable

Application: New datacenter installation

Camino Medical Group

Mountain View, CA

Notable: Provides medical care to more than 200,000 patients in the Bay Area

Cable Product(s): **10Gain** 10-Gigabit Ethernet cable and Interlocked Armored Fiber cable

Application: Network the medical office buildings





Canyon Ranch

Tucson, AZ

Notable: A world-renowned wellness and lifestyle company

Cable Product(s): NextGain CAT 6eX and 10Gain CAT 6A cables

Application: Network its Hotel & Resort and Living facilities in Miami, Florida

Bonestroo

St. Paul, MN

Notable: An award winning architectural, engineering and construction company

Cable Product(s): 10Gain CAT 6A cable

Application: Create a 10G Ethernet network for its new office building



Additional 10Gigabit Ethernet Projects

- **City of Quesnel**
Quesnel, British Columbia
- **Great Lakes Custom Tool Manufacturing**
Peshtigo, WI
- **Lincoln Memorial University**
Harrogate, TN
- **Orange County Emergency Operations Center**
Silverado, CA
- **Riverside Community Hospital**
Riverside, CA
- **Ropes & Gray**
New York, NY
- **UCLA Westwood Replacement Hospital**
Los Angeles, CA

Healthcare

Genitope

Fremont, CA

Notable: A biotechnology company focused on the research and development of novel immunotherapies for cancer treatment

Cable Product(s): Cobra CAT 5e+, TeraGain 10G fiber, and OSP copper cables

Application: Support infrastructure for the corporate headquarters network



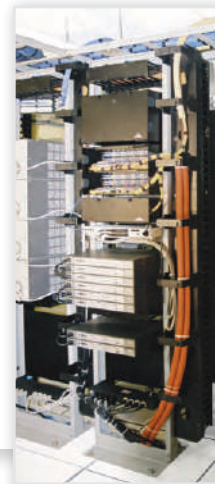
Carson Tahoe Regional Healthcare

Carson City, NV

Notable: Striving to become one of the top wired hospitals in the country

Cable Product(s): DataGain CAT 6+ and TeraGain fiber cables

Application: Speed the transfer of patient records and medical diagnostic images, and interconnect its on-campus and off-site medical facilities



DuBois Regional Medical Center

DuBois, PA

Notable: One of the top 100 hospitals in the nation

Cable Product(s): Copper data cables and TeraGain 10G laser optimized fiber cables

Application: Carry all voice and data traffic in the network



University of Nuevo Leon Hospital

Monterrey, México

Notable: One of the country's top public medical schools

Cable Product(s): TeraGain multimode fiber optic cable

Application: Enable telemedicine (long-distance physician and patient consultations) and large-scale video conferencing

Additional Healthcare Projects

- **Baptist Hospital East**
Louisville, KY
- **Boston Medical Center**
Boston, MA
- **Caremark**
San Antonio, TX
- **Central DuPage Hospital**
Winfield, IL
- **UC Davis Medical Center**
Sacramento, CA
- **DPT Laboratories**
San Antonio, TX
- **H. Lee Moffitt Cancer Center & Research Institute**
Tampa, FL
- **Lakeland Regional Health Center**
St. Joseph, MI
- **Marquette General Health Systems**
Marquette, MI
- **Nektar Therapeutics**
San Carlos, CA
- **Parrish Medical Center**
Titusville, FL
- **Palo Alto Medical Foundation**
Sunnyvale, CA
- **Schering-Plough**
Cambridge, MA

Education

Stanford University

Palo Alto, CA

Notable: One of the world's leading research and teaching institutions

Cable Product(s): Bundled cable design (CAT 5e cables and TeraGain multimode fiber cable combined), and various configurations of high pair count cable and TeraGain fiber optic cables

Application: Provide voice and data backbones for an advanced communications network throughout the Stanford James H. Clark Center



University of Notre Dame

South Bend, IN

Notable: Ranked as one of the nation's most selective institutions of higher learning

Cable Product(s): Indoor/Outdoor tight buffer fiber cables

Application: Largest single mode fiber installation on campus

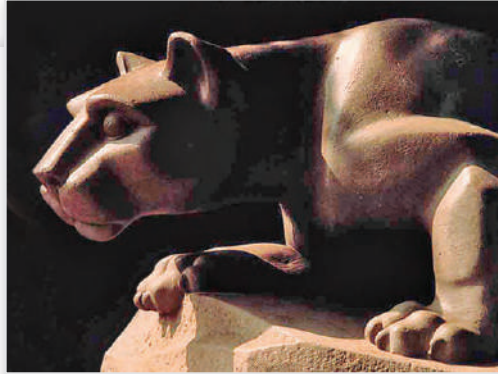
Georgia Institute of Technology

Atlanta, GA

Noteable: Consistently ranked among the top ten public universities in the United States

Cable Product(s): Various copper and fiber cables

Application: A major campus network upgrade



Pennsylvania State University

State College, PA

Noteable: Among the ten largest public universities in the United States

Cable Product(s): NextGain CAT 6eX cable

Application: Full network upgrade at its prestigious Pond Laboratory

Additional Education Projects

- **Des Moines Area Community College**
Des Moines, IA
- **Georgia State University**
Atlanta, GA
- **Los Rios Community College District**
Sacramento, CA
- **Northern Arizona University**
Gilbert, AZ
- **Texas A&M University**
College Station, TX
- **Temple University**
Philadelphia, PA
- **University of Arkansas**
Fayetteville, AR
- **University of Georgia**
Athens, GA
- **University of Rhode Island**
Kingston, RI
- **University of South Florida**
Tampa, FL
- **University of Texas**
Dallas, TX
- **University of Toledo**
Toledo, OH
- **University of Western Michigan**
Kalamazoo, MI
- **University of Wisconsin**
Green Bay, WI

Financial/Insurance

Boston Financial Data Services

Canton, MA

Notable: One of the largest and most successful third-party mutual fund service providers in the United States

Cable Product(s): DataGain CAT 6+ cable

Application: Retrofit its backup data recovery and support facility



USAA Insurance

San Antonio, TX

Notable: A worldwide insurance and diversified financial services provider for U.S. military families

Cable Product(s): DataGain CAT 6+ cable

Application: Network expansion at the company headquarters



Mellon Capital Management

San Francisco, CA

Notable: A leader in the investment industry

Cable Product(s): Cobra CAT 5e+ cable

Application: Development of a new datacenter



Zurich American Insurance Company

Schaumburg, IL

Notable: A global insurance and financial services provider

Cable Product(s): CAT 6 cable

Application: Complete network overhaul of its twin tower headquarters

Additional Financial/ Insurance Projects

- **American Council of Life Insurers**
Washington, D.C.
- **Edison Mission Marketing & Trading**
Boston, MA
- **Ernst & Young**
Irving, TX
- **Fidelity Investments**
Westlake Campus, TX
- **H & R Block**
Kansas City, MI
- **Harley-Davidson Financial Services**
Dallas, TX
- **London Life Assurance Company**
Toronto, Ontario
- **Miami Trans Financial**
Miami, FL

Government

Balad Airbase & Camp Anaconda

Northern Iraq

Notable: Key strategic U.S. military bases in Iraq

Cable Product(s): Various communications cables for both OSP and premises

Application: Create a campus-wide network



The Kennedy Space Center

Cocoa Beach, FL

Notable: The primary space port for the United States

Cable Product(s): Various communications cable products

Application: Support the backbone of the wired communications infrastructure

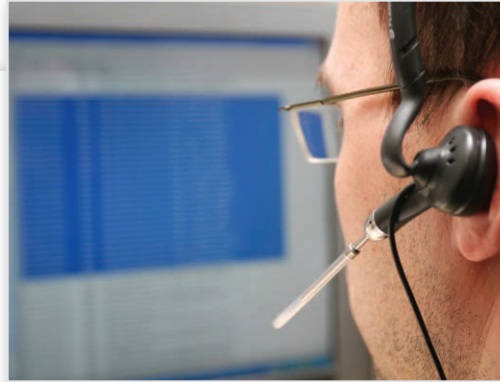
Redstone Arsenal

Huntsville, AL

Notable: The development center for the U.S. Army rocket and missile programs and home of the Goddard Space Center

Cable Product(s): Marathon CAT 5e and DataGain CAT 6+ cables

Application: Upgrade the base-wide communications system



DeKalb County 911 Call Center

Decatur, GA

Notable: Provides emergency support services for more than 600,000 residents

Cable Product(s): Various copper LAN cables

Application: Upgrade the 911 Call Center communications network and interconnect all emergency call stations

Additional Government Projects

- **Aviano AB**
Italy
- **Langley AFB**
Langley, VA
- **MCB Camp Lejeune**
Camp Lejeune, NC
- **MCB Quantico**
Quantico, VA
- **Québec Ministry of Natural Resources**
Québec, Canada
- **Ramstein AB**
Kaiserslautern, Germany
- **Sandia National Labs (Lockheed Martin)**
Albuquerque, NM
- **U.S. Capitol Building**
Washington, D.C.
- **U.S. Air Force Academy**
USAF Academy, CO
- **U.S. Military Academy at West Point**
West Point, NY
- **United Nations Conference Center**
Mexico
- **Walter Reed Army Medical Center**
Washington, D.C.
- **White House Communications**
Washington, D.C.
- **White Sands Missile Range**
New Mexico

Technology

12



Schlumberger

Boston, MA

Notable: The leading oilfield technology, project management and information services provider

Cable Product(s): DataGain CAT 6+ cable

Application: Retrofit new offices and laboratories

Palm

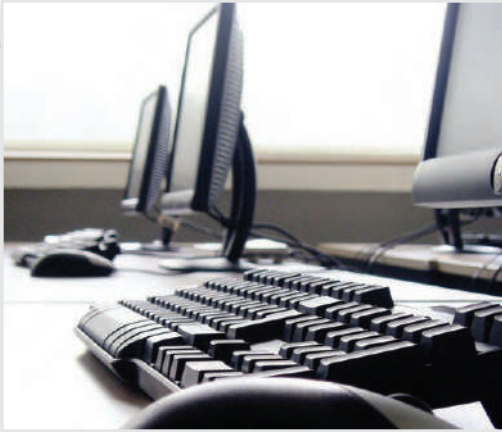
Sunnyvale, CA

Notable: A leader in wireless mobile computing

Cable Product(s): DataGain CAT6+

Application: Network cabling for the new corporate office





EMC Corporation

Hopkinton, MA

Notable: The information management and storage world leader

Cable Product(s): Cobra CAT 5e+ cable

Application: A complete network upgrade

Lockheed Martin

Marietta, GA

Notable: A premier systems integrator principally engaged in the research, design, manufacture, and integration of advanced technologies

Cable Product(s): Various communications cables

Application: Connect buildings on the Marietta campus



Additional Technology Projects

- **eBay**
San Jose, CA
- **First DataBank**
Indianapolis, IN
- **Hitachi Global Storage Technologies**
San Jose, CA
- **i2 Technologies, Inc.**
Farmers Branch, TX
- **IBM**
Fishkill, NY
- **Intel Corporation**
Chandler, AZ
- **Macromedia/Adobe**
San Jose, CA
- **Microsoft**
Québec City, Québec
- **Network Appliance, Inc.**
Research Triangle Park, NC
- **Symbol Technologies, Inc.**
El Paso, TX
- **White Rock Networks**
Plano, TX



St. Regis Hotel

White Plains, NY

Notable: One of the world's most exclusive hotel chains

Cable Product(s): Various copper LAN cable products

Application: Network its newest luxury hotel and spa in Atlanta, Georgia

Orange County Convention Center

Orlando, FL

Notable: The second largest convention center in the country

Cable Product(s): Marathon LAN CAT 5e, TeraGain fiber optic cable, and outside plant cable products

Application: Complete a new high-speed data network





Daytona International Speedway

Daytona Beach, FL

Notable: Known as the “World Center of Racing”

Cable Product(s): Fiber optic and OSP copper cable products

Application: New infield communications network renovation program

Hilton Resort & Casino

Las Vegas, NV

Notable: A legendary resort with world class casino tournaments and live entertainment

Cable Product(s): Marathon LAN CAT 5e, Cobra CAT 5e+ and TeraGain premises fiber cable

Application: Upgrade the resort to a state-of-the-art infrastructure



Additional Hospitality/Convention/Entertainment Projects

- **Brighthouse Stadium, University of Central Florida**
Clearwater, FL
- **Harley-Davidson**
Talladega, AL
- **Marriott Hotels**
Austin, TX
- **McCormick Place**
Chicago, IL
- **NASCAR Technical Institute**
Mooresville, NC
- **Norwegian Cruise Lines**
Miami, FL
- **Orlando International Airport**
Orlando, FL
- **Independence Visitors Center**
Philadelphia, PA
- **Ritz Carlton Hotels & Resorts**
Chevy Chase, MD
- **Rosen Shingle Creek**
Orlando, FL
- **Thunder Valley Casino - Resort**
Lincoln, CA
- **Turner Broadcasting System, Inc.**
Atlanta, GA
- **Travelocity**
Hanover, PA
- **Universal Recording Studios**
Kings Mountain, NC
- **User Racing Museum**
Albuquerque, NM
- **Waldorf Astoria**
New York, NY



Surewest

Roseville, CA

Notable: One of the largest Fiber-To-The-Home (FTTH) service providers in North America

Cable Product(s): Fiber optic cable products

Application: Provide FTTH services throughout company footprint

AT&T

San Antonio, TX

Notable: The largest telecom company in the world with more than 100 million customers

Cable Product(s): Wide range of products including OSP copper cable, premises data cables, and copper/fiber composite cable designs

Application: Used throughout the company service area to carry voice, data, and video applications



Service Providers



Sprint & Embarq

Overland Park, KS

Notable: The fourth largest wireline telecommunications service provider in the United States

Cable Product(s): Various communications cable products

Application: Used throughout the country to carry voice, data, and video services

Bell Canada

Montréal, Québec

Notable: The largest telecommunications service provider in Canada

Cable Product(s): Various communications cable products

Application: Used throughout the company footprint to carry voice, data, and video applications



Additional Communication Service Providers

- **Bahamas Telecommunications Company**
Bahamas
- **Bermuda Telephone Company Ltd.**
Bermuda
- **Cable & Wireless International**
London, United Kingdom
- **Centennial Communications**
Fort Wayne, IN
- **Centennial de Puerto Rico**
San Juan, Puerto Rico
- **Citizens Communications**
Stamford, CT
- **Guyana Telephone & Telegraph Co.**
Guyana
- **Hondutel**
Honduras
- **Qwest**
Denver, CO
- **Telecom Egypt**
Cairo
- **Telephone Services of Trinidad & Tobago**
Trinidad & Tobago
- **TELUS**
Canada
- **Verizon**
New York, NY
- **Windstream Communications**
Little Rock, AR

Transportation

18



Kandahar Airport

Afghanistan

Notable: One of two international airports in Afghanistan

Cable Product(s): Water-blocked Indoor/Outdoor tight buffer fiber optic cable

Application: New security network application installation

George Bush Intercontinental Airport

Houston, TX

Notable: The ninth busiest airport in North America

Cable Product(s): Various communications cable products

Application: Hub expansion project





Boston Logan International Airport

Boston, MA

Notable: Serves over 27 million passengers a year

Cable Product(s): Cobra CAT 5e+ cable

Application: Renovate and expand the data network for the concourse

Southwest Florida International Airport

Ft. Meyers, FL

Notable: Known as the gateway to Fort Myers and Florida's Gulf Coast

Cable Product(s): Marathon LAN CAT 5e cable

Application: Support new data network infrastructure



Additional Transportation Projects

- **Bagram Air Base, Airfield Control Tower**
Afghanistan
- **Eclipse Aviation**
Albuquerque, NM
- **Georgia Transit Association**
Atlanta, GA
- **New York Transit Authority**
New York, NY
- **Spokane International Airport**
Spokane, WA



20

Volkswagen

Wolfsburg, Germany

Notable: A world leading automotive manufacturer

Cable Product(s): Single mode and Multimode fiber cable

Application: Campus installation to interconnect buildings in its Puebla, México manufacturing campus

Specialty Minerals

Bethlehem, PA

Notable: One of the world's foremost manufacturers of performance-enhancing industrial minerals and chemicals for the paper, polymer, building products, and allied industries

Cable Product(s): Cobra CAT 5e+ copper cable

Application: Upgrade its campus-wide infrastructure

Additional Industrial/ Manufacturing Projects

- **BainUltra**
St-Nicolas, Québec
- **Chrysler**
Detroit, MI
- **Rohm and Haas Company**
Philadelphia, PA
- **SAMSUNG Semiconductor**
Austin, TX
- **Solectron**
Austin, TX



Retail/Services



Sharper Image

San Francisco, CA

Notable: One of the world's largest specialty retailers

Cable Product(s): DataGain CAT 6+ cable

Application: Create a communications network in the new regional office

Additional Retail/Services Projects

- **CVS Pharmacy**
Woonsocket, RI
- **JCPenney**
Dallas, TX
- **H-E-B Stores**
San Antonio, TX
- **Safeway**
Pleasanton, CA
- **Tim Hortons**
Oakville, Ontario

Lowes

Mooreville, NC

Notable: The world's second largest home improvement retailer

Cable Product(s): TeraGain fiber cable and copper LAN cable products

Application: Create a high speed network in hundreds of the Home Improvement Centers across North America



FedEx Ground

Kansas City, MO

Notable: World-wide shipping, logistics and supply chain management company

Cable Product(s): CAT 5e and TeraGain fiber cables

Application: New installation at the main FedEx Ground package handling facility



6120 Powers Ferry Road, Suite 150
Atlanta, Georgia 30339
770.657.6000 Phone
800.551.8948 Toll-free
770.657.6807 Fax

superioressex.com

DataGain®, *NextGain®*, *Marathon LAN®*, *TeraGain®*
and *10Gain™* are trademarks of Superior Essex.

LIT 193
OK
11/2010

Evolving Applications