



Press release

Luxembourg, September 25, 2012. LU-CIX, Luxembourg's Commercial Internet eXchange today took stock of its evolution since its foundation in 2009 and gave an overview of its future activities. It also presented "luxembourg-gaming.com", its second Luxembourg-based international online-gaming event.

Nico Binsfeld, Vice-President of LU-CIX asbl, welcomed Peter Warman, CEO and Founder of Newzoo and guest speaker at the press conference. Reviewing LU-CIX most recent performance, Mr Binsfeld noted with satisfaction that in less than 3 years, an amazing 47 members had already joined LU-CIX and that the tendency still pointed towards growth in membership and traffic. He especially greeted the latest "recruits": Flashiz, KPN International, Level 3 and Systemat.

Bart van der Sloot, Sales Director of Level 3, the largest Internet provider in the world, in a brief keynote, explained that Level 3's LU-CIX membership is essential in targeting new high potential customers: "The drag LU-CIX creates in the industry towards settling new business in Luxembourg is so substantial that it appeared to us as the perfect partner to increase our potential in Luxembourg and expand our business".

Edwin Punt, Product Manager at KPN International, a market-leading pioneer in providing carriers, ISPs and multinationals with data, communications and IP solutions, shared his views on LU-CIX and explained that KPN International joined LU-CIX as it gives them all the flexibility to fulfil the connectivity needs of their customers. In addition, they can provide LU-CIX members with connectivity to other Internet exchanges.

Claude Demuth, CEO of LU-CIX Management GIE, gave an overview on the major 2012 trade events where LU-CIX was present, including Gamescom and the Games Developers Conference in Cologne, and the RIPE meeting in Amsterdam.

According to Mr Demuth, 2013 will become a key year for LU-CIX specifically with LU-CIX evolving into the centrally located European Internet and peering HUB, in the middle of the so called "Golden Ring". The target is to connect LU-CIX members to AMS-IX (Amsterdam), LINX (London), DE-CIX (Frankfurt) and France-IX (Paris), the biggest Internet exchanges (IX) in the world. These connections will allow smaller LU-CIX members to hook onto the big IX via the LU-CIX platform and via existing international infrastructures from larger LU-CIX members. "In short, says Claude Demuth, we target a win-win for all parties involved: larger LU-CIX members sell transport services to target IX, smaller LU-CIX members get an easy and cost-efficient access to these IX and last but not least, LU-CIX increases its traffic load and Luxembourg gains in reputation and attractiveness as an ICT hub".

“Securing access to the largest IX in the world from Luxembourg will also benefit Luxembourg's development into a premier hub for the online gaming and ancillary industries”, Claude Demuth further said, alluding to the recent foundation of “luxembourg-gaming.com”. This initiative, fostered by LU-CIX, thrives to “bring together leaders, decision makers and entrepreneurs from the international online gaming world with representatives of ancillary and service industries to the online gaming sector, like hosting and cloud service providers, content developers, online payment companies, investors and lawyers.”

The 2012 edition of “luxembourg-gaming.com” will be held on November 14, 2012 at the Luxembourg Trade Show [Luxexpo]. This unique “one-stop-shop” B2B networking event will host conferences, panel discussions, speed-pitching and a trade fair. Mr François Biltgen, Minister for Communications and Media will be one of the keynote speakers. The current figures appear to confirm the interest among industry professionals: more than 50 exhibitors have already booked their booths and more than 100 visitors have registered online to-date. The speed-dating tool, developed by Yappoint, is online as of today. Before giving the floor to the guest speaker Peter Warman, Claude Demuth thanked all supporters and sponsors of the event without whom “luxembourg-gaming.com” would have remained purely “virtual”, as he said.

Peter Warman, CEO & Founder Newzoo, the world's leading market intelligence firm dedicated to the gaming industry, closed the press conference with a stunning overview of the development of the gaming industry in Europe and of its trends over the coming years.

LU-CIX expressed its gratitude to the event partners [Service des médias et des communications and PwC's Accelerator], as well as to the Diamond Sponsors [Datacenter Luxembourg, eBRC, SecureIT, Telecom Luxembourg], and stressed the support received by Amcham, the Luxembourg Chamber of Commerce, Europe4startups, FedilICT, the Luxembourg ICT Cluster, Luxembourg2Japan and xm:lab.

The sponsors

Datacenter Luxembourg



Xavier Buck, Co-Founder of Datacenter said "We are attending this event to share our knowledge and learn from our peers - it will prove fruitful in many ways".

Founded in 2000 and located in Luxembourg at the heart of Europe, Datacenter Luxembourg's services comprise a datacenter infrastructure, international Internet & telco connectivity, managed e-Commerce, housing and hosted services (Mail, Web, SSL, Online Backup,...). VMware cloud services and scalable storage can be added to this list and are real added value services, providing businesses with more flexibility, stability and economies of scale. Datacenter Luxembourg operates out of distinct geographical facilities connected through its own international looped backbone and third party ones resulting in the highest quality bandwidth and IP transit.

Datacenter Luxembourg is part of the DCL Group, a leading Internet and e-Commerce company; the group includes EuroDNS – an international domain name registrar, voipGATE – a voice over IP operator and provider, and LuxCloud – a market leading cloud services distributor. Following a merger with its sister company [root](#), Datacenter Luxembourg now boasts the largest Internet bandwidth in Luxembourg; this, along with its team of highly specialized experts, ensures it is the first choice for the gaming industry. Luxembourg headquarters many gaming companies as it is a key Internet hub with full government support; the IP law ensures it is a lucrative place in the EU to create an entity for holding, developing and operating any intellectual property. Datacenter Luxembourg, at the forefront of the industry for over ten years, is unique in offering all the multi-Tier datacenters, from Tier I to Tier IV.

www.datacenter.eu

ebrc



***ebrc** helps you supply your customers with the best gaming*

*Yves Reding, CEO of **ebrc** says: “Thanks to our experience with the gaming industry since 2008, we are able to fully understand their specific needs and enable them to offer the best gaming possibilities to their customers”.*

Online gaming industry is one of the fastest growing industries. In a global marketplace, where gamers need performance, availability, reactivity and fast download capabilities, **ebrc** is committed in providing its clients with the highest quality of services.

High availability is a key requirement for the gaming industry. **ebrc** is today the sole worldwide player to operate two Tier IV certified Data Centres, therefore meeting the highest security and availability levels.

ebrc service portfolio is built around five strategic offers: « Trusted Data Centres Services », « Trusted Cloud Europe Services », « Trusted Managed Services », «Trusted Resilience Services» and «Trusted Advisory Services».

ebrc owns several certifications, proof of the services quality, and meets the requirements of national and international clients demanding clear warranties in terms of risk management, service level and quality.



Managing the whole supply chain enables **ebrc** to offer a unique One-Stop-Shop to its clients. From Data Centre hosting to integrated Cloud Computing and ICT Managed Services, **ebrc** ensures the end-to-end warranty of its Clients' business.

Power your online Gaming Platform with ebrc

If you want to learn more, visit our website:

<http://www.ebrc.com/>

SecureIT



“We are excited to see that Luxembourg gets more and more recognized as the ideal location in Europe to establish gaming companies. Our support for this event is the acknowledgement that LU-CIX is a major element of this success.”, Gary Kneip, CEO of SecureIT added.

As diamond sponsor of the event, SecureIT, a Luxembourg-based Multi-Tier Datacenter that offers business-critical collocation infrastructure, network and cloud computing services, is pleased to introduce its special offer dedicated to gaming companies' needs. SecureIT has always been working with the most dynamic companies which provide Electronically Supplied Services (ESS) worldwide (such as HP, IBM, SKYPE and ROVI). Today SecureIT presents its Private Tier 4 Cloud Platform with the highest levels of reliability.

Moreover, to foster e-gaming companies to develop their activities in Europe from Luxembourg with no risk and no cost, SecureIT launched the non-profit organisation Europe4StartUps with a number of other key-players. As the first major European initiative of its kind, it aims at offering 12 months' worth of unconditional, premium cloud, networking and business services for FREE.

www.secureit.lu

www.europe4startups.com

Telecom Luxembourg Private Operator



Why Telecom Luxembourg Private Operator at Luxembourg Gaming forum ? Who else ?

“As the leading alternative B-to-B operator in Luxembourg, we are now an important part of the national strategy for transforming the Grand Duchy into a centre of excellence for the digital economy at the heart of Europe”, pronounced Jérôme Grandidier, CEO of Telecom Luxembourg Private Operator in January 2011.

Each customer requirements are essential and the "Gaming World" came with very specific needs in terms of power, capacity and security flexibility. We, at Telecom Luxembourg Private Operator, continually adapt our Business Model to follow. As best value for money of clients' needs we provide Multi-Tier data center.

Created in 1998, Telecom Luxembourg Private Operator promotes Luxembourg as a European hub on many international exhibitions. Today, in collaboration with (organizer) LU-CIX asbl, we have the opportunity to demonstrate that Luxembourg is the European hub for the "Gaming" superhighway.

Thanks to government initiatives which have paved the way for the creation of a datacentre and connectivity infrastructure which puts Luxembourg at the forefront of Europe, Telecom Luxembourg Private Operator has managed to attract new customers in the online gaming, telecommunications and media sectors, thus enhancing Luxembourg's appeal and competitiveness as a centre.

More information about Telecom Luxembourg Private Operator:

www.telecomluxembourg.com

The event partner

PwC's Accelerator



Florence Roux, Director of PwC's Accelerator, explained that luxembourg-gaming.com is "a new evidence of the dynamism of ICT community of Luxembourg". She confirmed that PwC "looks forward to discovering the innovative companies which will showcase at the event and to the creative-driven atmosphere fostering efficient networking and exchange of thoughts."

PwC Luxembourg is the largest professional services firm in Luxembourg with over 2,100 people employed from 57 different countries. It provides audit, tax and advisory services including management consulting, transaction, financing and regulatory advice to a wide variety of clients from local and middle market entrepreneurs to large multinational companies operating from Luxembourg and the Greater Region. It helps its clients create value by giving comfort to the capital markets and providing advice through an industry focused approach.

PwC's Accelerator is a unique platform designed to accelerate high-growth companies to a global level. Our aim is to help these companies achieve an international reach and therefore become a leader in their market by combining adequate fundraising, top management team building and logistics assistance for growing exponentially via PwC's extensive business network and professional expertise.

www.pwc.lu

About the new members

KPN international



KPN International is a fully integrated business unit of KPN – the number one Dutch ICT provider and one of Europe's leading telecommunications services providers. The KPN International portfolio offers high-class data, communication and IP solutions such as E-Line, MPLS VPN, IP Transit, SDH and Wavelengths. LU-CIX members benefit from connectivity to other internet exchanges via the MEF certified Carrier Ethernet Solutions of KPN International, using the MPLS and DWDM network. Thanks to its intelligent network, excellent high bandwidth capabilities and future-proof products, KPN International provides services to carriers, service providers and corporate customers in over 180 countries. KPN International applies the Dutch Touch Worldwide: reliable, flexible and solution-driven for easy-to-do business.

www.kpn.com/international

Level 3 Communications



Level 3 Communications is a premier global provider of state-of-the-art data, voice, video and managed solutions, serving enterprise, content, government and wholesale customers. With its highly reliable and secure network, it enables stronger connections around the globe by delivering integrated IP solutions that address customers' needs for scalability, flexibility and efficiency. Leveraging its expansive metro footprint and global reach, its team of dedicated people exemplifies our commitment to partnership. Level 3 focuses on understanding customers' business challenges, building relevant worldwide network solutions, and delivering a seamless, industry-leading customer experience. Level 3 provides services in various data centres in Luxembourg since 2008.

www.level3.com