



Equinix To Share Research Findings On Internet Video Distribution At Apricot Conference

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Peering Authority to Present on the Next Wave of Massive Disruption to the US Peering Ecosystem

PR9.NET February 26, 2007 - Singapore – Equinix, Inc. (Nasdaq: EQIX), the leading provider of network-neutral data centers and Internet exchange services, today announced that it will be presenting its predictions on the latest Internet video trends, poised to generate a volume of traffic that could dwarf currently peered Internet traffic.

William Norton, co-founder and chief technical liaison of Equinix, will chair the Peering Track, under the Interprovider Relationships Stream, during this year's Asia Pacific Regional Internet Conference on Operational Technologies (APRICOT). In addition, Norton will be discussing his latest research detailing the four models for Internet Video Distribution – Simple Commodity Transit, Content Delivery Networks, blending transit and peering methods and finally, the Peer-to-Peer distribution model. The cost models include network and server equipment, along with pricing models for various distribution methods. The associated whitepaper details the benefits and trade-offs of each model.

Founded in 1996, APRICOT is Asia's premier Internet summit. The event gathers the region's industry providers, enabling the establishment of peering relationships and knowledge sharing, within the Internet and content provider communities. This year's conference will take place for the first time in Indonesia, from 27 February to 1March, at the Bali International Convention Center.

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About Equinix Asia Pacific Pte Ltd

About Equinix

Equinix is the leading global provider of network-neutral data centers and Internet exchange services for enterprises, content companies, systems integrators and network services providers. Through the company's Internet Business Exchange™ (IBX®) centers in 10 markets in the U.S. and Asia, customers can directly interconnect with every major global network and ISP for their critical peering, transit and traffic exchange requirements. These interconnection points facilitate the highest performance and growth of the Internet by serving as neutral and open marketplaces for Internet infrastructure services, allowing customers to expand their businesses while reducing costs.

Phone:	+65 6723 8932
FAX:	+65 6820 2005
Website:	http://www.equinix.com
E-Mail:	fen-ming.bai@ap.equinix.com
Address:	28 Ayer Rajah Crescent #03-01 Singapore 139959 Singapore