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#### Int'l Attendance Increased at SUPERCOMM 2002

Canada, China and Israel had the greatest representation among international attendees at the SUPERCOMM 2002 telecommunications exhibition last week, which drew foreign visitors from 99 countries.

While attendance at the annual high-tech expo held at the Georgia World Congress Center was generally lower than in previous years due to a sagging global telecom industry, more international delegates participated this year, according to SUPERCOMM organizers.

"Attendance by Asian and Latin American delegations at SUPERCOMM has been increasing over the last four years because of more direct flights from major cities in those regions to Atlanta," said Jagdish Sheth, professor at Emory University's Goizueta Business School, who spoke at a SUPERCOMM 2002 session.

Digital Subscriber Line (DSL) technology, which provides delivery of multimedia services and content via high-speed, "always-on" Internet access, was a popular theme among Asian exhibitors encountered by GlobalFax.

DSL usage in other countries has surpassed the United States because of foreign government initiatives and cheaper DSL rates for customers. The U.S. ranks seventh in the world in household usage of DSL.

Korea, for example, has the highest number of DSL subscribers worldwide thanks to government initiatives and an average price of \$25 per month per customer, according to William Rodey, president of DSL Forum, a global consortium of more than 230 companies in the telecom equipment, computing, networking and service provider fields.

"Asian countries are positioning themselves to get better at e-commerce and to be a market and distribution point for goods and services by using DSL," Mr. Rodey said during an interview at SUPERCOMM.

SUPERCOMM will be held again in Atlanta in 2003 but will take place in Chicago in 2004.

Visit <http://www.SUPERCOMM2002.com> for more information.

Visit <http://www.dslforum.org>

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Visit <http://www.globalatlanta.com> for the full text.