



Press Release

## **NextGen MultiMedia launches the *Blue City* neutral interconnection platform for telecoms carriers**

**Hong Kong and US, 14 May, 2012** - NextGen MultiMedia Limited (NextGen) - a subsidiary of Hong Kong-listed Hutchison Telecommunications Hong Kong Holdings Limited - today announced launch of the *Blue City* neutral interconnection platform at *International Telecoms Week 2012* in Chicago. *Blue City* provides telecoms carriers with a globally-instituted neutral platform to manage their local and international colocation, demuxing and interconnection, as well as virtual meet-me room-related services in a cost-effective manner. The neutral platform also offers carriers their own choice of international connectivity.

### **Neutral global connections bundled with full colocation service**

*Blue City* is a complete solution that covers data centre resources, cross-connects and flexible global infrastructure. By taking advantage of bundled *Blue City* facilities - including physical or virtual colocation, cross-connects and local loops - carriers can simply patch into an ingress port at the nearest *Blue City* Point of Presence (PoP) to egress, breakout, demux and / or cross-connect at multiple distant ends across the globe. Carriers within *Blue City's* footprint enjoy full service flexibility and the unique ability to relocate connectivity between different points within the term of a contract, if required.

### **Top-tier meet-me room connectivity at lower cost**

This all-round data centre solution, with neutral global connectivity, is a new alternative enabling carriers to connect internationally and manage their facilities at the distant end. Wedded to the concept of "remote engineering", a *Blue City* colocation facility contrasts starkly with current practice by "restructuring" a carrier's data centre space. Carriers can leave their high-density access equipment in popular meet-me rooms (MMRs) and transfer remaining equipment to the *Blue City* platform, safeguarded with a dual power supply. *Blue City* facilities are connected to top-tier MMRs, and carriers located at *Blue City* PoPs are able to connect with partners in those popular MMRs. This

unique neutral platform also offers carriers flexible usage terms to enhance operational efficiency. Carriers not wanting the responsibility of owning physical equipment, while requiring full data centre facilities and global connectivity, can maintain a virtual presence via *Blue City's* VPoP service.

### **Flexible global data centre resources**

Braham Singh, NextGen's Vice President and Senior Adviser, said: "Congested data centres and power limitations within data centre facilities are just some of the challenges faced by telecoms carriers. Shortage of data centre space and power represents an ever-upward colocation cost curve. MMRs and cross-connects continue to be in great demand, exacerbating the problem. In addition, international connectivity is increasingly fraught with problems, as more new cable systems add further complexity to today's carrier operations. It is against this background that *Blue City* service was launched. It makes a real and meaningful difference to the way voice and data carriers are served at the far end. This is achieved by offering a simple choice between a single *Blue City* ingress port versus multiple point-to-point circuits, and *Blue City's* remote engineering facilities versus remote hands."

For more information on *Blue City* service, please visit [www.bluecity.net](http://www.bluecity.net) or call the customer hotline on +1-213-232-8616.

- Ends -

Media enquiries:

Ada Yeung / Sally Tsang

+852 2128 3108 / +852 2128 3320

### **About NextGen MultiMedia Limited**

US-based NextGen MultiMedia Limited (NextGen / the Company) is committed to the provision of high-quality and innovative telecoms services and solutions ranging from neutral interconnection platform, colocation, connectivity, Customer Premises Equipment (CPE), application bundles and telecoms outsourcing solutions. NextGen provides an innovative neutral interconnection service via the *Blue City* brand. NextGen is a subsidiary of Hong Kong-listed Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH, Stock Code: 215). HTHKH is a leading integrated telecommunications service operator offering advanced mobile telecoms and fixed-line services to local and international customers. For more information on *Blue City*, please visit [www.bluecity.net](http://www.bluecity.net). For more information on HTHKH, please visit [www.hthkh.com](http://www.hthkh.com).