

## PRESS RELEASE

### SEECIX powered by DE-CIX officially ready for service

Athens (Greece), Frankfurt (Germany), 7 October 2020. [SEECIX](#) powered by [DE-CIX](#), located in Lamda Hellix's neutral world-class data center campus in Athens, is now ready for service. The new interconnection hub was officially launched today during a virtual press conference. SEECIX (South East Europe Cloud & Interconnection Exchange) is the new digital gateway serving the South-Eastern Europe and Balkan region in extension to other DE-CIX metro markets in Lisbon, Madrid, Marseille, Palermo, and Istanbul, acting as a new gateway between South East Europe, Africa, the Middle East and Asia. During the press conference Ivo Ivanov, CEO of DE-CIX International, and Apostolos Kakkos, Chairman & CEO of Lamda Hellix, highlighted the advantages of SEECIX and this partnership for regional and international businesses, accelerating digitalization and interconnection in the region. *"This Hellenic-German cooperation is proof of the strenuous efforts of both countries to promote synergies on the digital spectrum, among others, that will contribute to Europe's digital decade, as recently announced by the Commission President Ursula von der Leyen during her speech at the State of the European Union last month,"* Apostolos Kakkos stressed in his opening words. Mr. Adonis Georgiadis, Minister of Development & Investments, Mr. Michael Dorn, Head of Economic Dpt. & EU Affairs of the German Embassy in Athens, and Mr. Hermann Riedl, Chief Business & Digital Transformation Officer of WIND, honored the event with their presence, underlining the importance of this new interconnection hub for the digital innovation and transformation of the country.

SEECIX is connected to the world's largest neutral interconnection ecosystem of DE-CIX, offering access to many hundreds of different networks and locations. At SEECIX, additional peering, private interconnection, and cloud exchange services are available, with access to top public clouds including Microsoft Azure, AWS, Google Cloud, IBM Bluemix. The new interconnection hub is operated by DE-CIX on behalf of Lamda Hellix as part of the DE-CIX Apollon-as-a-Service (AaaS) program, including a set of services such as installation, maintenance, provisioning, marketing, and sales support, designed for data center operators or other third parties to create their own Internet Exchange and interconnection platform fully operated by DE-CIX.

Apostolos Kakkos, Chairman & CEO of Lamda Hellix, commented: *“The launch of SEECIX powered by DE-CIX takes place on a landmark date for Lamda Hellix as we celebrate 17 years of uninterrupted operation and profitability, while entering a new era for the company’s strategic plans with this digital interconnection hub connecting the Balkans, Africa, and the Middle East through a single port. SEECIX has been operating since September 1<sup>st</sup> and we’re excited by the very positive feedback we have from the market, embraced by 11 members already – such as Microsoft, Amazon and WIND. Greece is being highlighted as the digital information and interconnection hub of the region and we are proud of being pioneers to those efforts.”*

Ivo Ivanov, CEO of DE-CIX International, added, *“The partnership with Lamda Hellix is a perfect match. In its 25 years of history, DE-CIX has a proven record of accomplishment in successfully creating interconnection hubs worldwide in regions where customers are in need of easy-to-access interconnection services. With a single access at SEECIX, customers will be able to enjoy a comprehensive set of interconnection services. This includes peering locally with other Greek networks, OTTs, cloud providers, and enterprises, or remotely with DE-CIX Frankfurt, the world’s leading IX by peak traffic, and other DE-CIX locations in due course, as well as gaining access to more than 50+ cloud service providers present at the [DE-CIX Cloud Exchange](#). We are certain SEECIX will have a tremendous impact and meet with huge success in the South East of Europe and beyond.”*

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#### **Supporting Resources**

- Lamda Hellix Logo: <https://bit.ly/2Ff5Ohl>
- SEECIX Logo: <https://bit.ly/30Elzez>
- Follow un on [LinkedIn](#)
- Follow un on [Facebook](#)
- Follow un on [Twitter](#)

#### **About Lamda Hellix**

Lamda Hellix Data Centers, founded in 2002, is the leading and award-winning provider of neutral data center services in South East Europe. It has been successfully operating for 17 years with 100% availability, providing its global clientele with a comprehensive portfolio of data center services including colocation, hybrid cloud, interconnection, managed ICT, business continuity, infrastructure operation, consulting & integration.

Strategically located in Europe and on the crossroads of the Eastern Mediterranean, Africa and the Middle East, the Athens Data Center Campus is the region's largest and most significant and upcoming digital gateway from/to Europe. The campus currently offers two innovative data centers (Athens 1 & Athens 2) which have garnered multiple prestigious international awards (Best Data Center in EMEA, Best Regional Data Center Provider, Gold Energy Efficiency Improvement Award etc. ) and meet the industry's highest standards (Tier III Design & Construction, USGBC LEED v4 Gold O+M & BD+C Certifications).

Find out more about the company at [www.lamdahellix.com](http://www.lamdahellix.com)

#### **About DE-CIX**

DE-CIX is one of the world’s leading operators of Internet Exchanges, and this year is celebrating its 25th anniversary. Taken into operation in 1995, DE-CIX in Frankfurt, Germany, with a data throughput of more than 9 Terabits per second (Tbps) and

over 1000 connected networks, is one of the largest Internet Exchanges in the world. In total, in its more than 20 locations in Europe, the Near East, Asia and North America, DE-CIX provides over 2000 network operators, Internet service providers (ISPs) and content providers from more than 100 countries with peering and interconnection services. The connected customer capacity of all DE-CIX locations worldwide exceeds 60 Terabits. Further information at [www.de-cix.net](http://www.de-cix.net)

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