April 13, 2016

MEDIA ALERT: Equinix to Speak at NAB 2016

REDWOOD CITY, Calif., April 13, 2016 /PRNewswire/ -- Equinix, Inc. (Nasdaq: EQIX), the global interconnection and data center company, today announced that Equinix representatives will be speaking at the upcoming NAB Show, taking place April 16-21 in Las Vegas. NAB is the world's largest electronic media show covering the creation, management and delivery of content across all platforms. At the event, Equinix CIO, Brian Lillie, and global solution architect, Jason Sherwood will be presenting during the following sessions, focusing on industry trends that are disrupting digital media acquisition, production and distribution, and the shifts in technology that are bringing about new solutions for decreasing costs and increasing agility.

Event Details:

- **Panel Debate: A Walk in the Cloud**

  Tuesday, April 19, 10:45 – 11:30 a.m., Equinix speaker: Brian Lillie, CIO
  Panel overview: This panel will feature participants from ContentBridge, Dolby Laboratories, Equinix, Fox Networks Group, Google, and Sony, and will explore how the cloud has shifted the media industry landscape over the last three years, as well as well as look at the future of technology trends shaping media today.

  Program: Cloud Innovation Conference

  Location: Room S219

- **Panel Debate: How Can Software-Defined and Next-Gen Datacenter Technologies Improve TV Workflows?**

  Tuesday, April 19, 2:45 – 3:30 p.m., Equinix speaker: Jason Sherwood, global solution architect
  Panel overview: This panel will feature participants from Broadpeak, Equinix, Gorilla Technology Group, IBM, and Mediamano, and will explore the software-defined networking, storage, data center management, and other IP-based technologies needed to deliver new services and reduce cost and complexity in TV workflows.

  Location: Connected Media/IP (CM|IP) Pavilion

- **Solo Tech Talk: Shorten the Distance, Shorten your Production Time**

  Tuesday, April 19, 4:30 – 5:00 p.m., Equinix speaker: Jason Sherwood, global solution architect
  Session overview: Interconnection is changing forever how the media and entertainment industry creates and distributes media globally. This shift empowers content creators and distributors to come together like never before, using the channels and devices they prefer most, regardless of location. Now partners and cloud/network service providers can be seamlessly connected via the most efficient and effective content delivery system in history.

  Location: Connected Media/IP (CM|IP) Pavilion

Equinix will also be exhibiting at NAB in the South Hall (SU11304CM). For more information on Equinix's participation in NAB, please click here. For information on Equinix's work with the media and entertainment industry, please visit: http://www.equinix.com/industries/media-entertainment/.

About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most interconnected data centers. In 40 markets worldwide, Equinix is where companies come together to realize new opportunities and accelerate their business, IT and cloud strategies. http://www.equinix.com/.

Forward Looking Statements

This press release contains forward-looking statements that involve risks and uncertainties. Actual results may differ materially from expectations discussed in such forward-looking statements. Factors that might cause such differences include, but are not limited to, the challenges of acquiring, operating and constructing IBX centers and developing, deploying and delivering Equinix services; unanticipated costs or difficulties relating to the integration of companies we have acquired or will acquire into Equinix; a failure to receive significant revenue from customers in recently built out or acquired data centers; failure to complete any financing arrangements contemplated from time to time; competition from existing and new competitors; the ability to generate sufficient cash flow or otherwise obtain funds to repay new or outstanding indebtedness; the loss or decline in business from our key customers; and other risks described from time to time in Equinix's filings with the Securities and Exchange Commission. In particular, see Equinix's recent quarterly and annual reports filed with the Securities and Exchange Commission, copies of which are available upon request from Equinix. Equinix does not assume any obligation to update the forward-looking information contained in this press release.

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To view the original version on PR Newswire, visit:http://www.prnewswire.com/news-releases/media-alert-equinix-to-speak-at-nab-2016-300251271.html

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