

Press Release

Geneseo builds redundant and cost-efficient core with Smartoptics

Oslo, Norway – October 14, 2025 – Smartoptics, a leading provider of optical networking solutions, today announced that Geneseo Communications, an innovative regional communications service provider in Illinois, USA, has modernized its core network. By using Smartoptics for Layer 1 transport, now separated from Layer 3 routing, the solution provides cost-efficient scalability, improved redundancy and simplified operations.

Combining a 120-year history with a focus on innovation, Geneseo Communications is committed to serving rural communities in Illinois. The communications service provider has a strong focus on delivering cutting-edge technology to power high-speed internet, fiber, and wireless solutions for both homes and businesses. As Geneseo sought to upgrade its aging 10G network, traditional all-in-one approaches proved costly and complex.

"Clarifying our needs and separating Layer 1 and Layer 3 led us to a far more compelling Smartoptics solution proposed by our partner Goldfield. The entire Smartoptics pitch was: 'just plug it in and it'll work' – and that's exactly what happened. The best part about Smartoptics is that we get simplicity, capacity and flexibility all in one solution," says Ron Hartman, Central Office Manager, Geneseo Communications.

Built on Smartoptics open line systems and muxponders, the Geneseo deployment provides individual 400G rings with 100G dedicated drops to cost-efficient routers, with only one logical hop back to the core. Using LAG protection, the design delivers 200G to every location while reducing latency and complexity. In the next step, Geneseo is planning to extend its network more than 150 miles east to Chicago with Smartoptics, linking to new transit providers.

"We're seeing a trend in the industry to move away from monolithic, all-in-one platforms toward separate Layer 1 transport using open line systems. This approach makes networks easier to manage, more resilient and ready for growth. Geneseo is a great example of how embracing this shift towards more open networking solutions provides more flexibility and control, allowing them to continue setting a high standard for connectivity in rural communities," says Magnus Grenfeldt, CEO, Smartoptics.

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About Smartoptics

Smartoptics provides innovative optical networking solutions and devices for the new era of open networking. Our customer base includes thousands of enterprises, governments, cloud providers, Internet exchanges as well as cable and telecom operators. We have an open networking approach in everything we do which allows our customers to break unwanted vendor lock-in, remain flexible and minimize costs. Our solutions are used in metro and regional network applications that increasingly rely on data center services and specifications. Smartoptics is a Scandinavian company founded in 2006. We partner with leading technology and network solution providers such as Brocade, Cisco and Dell and have a global reach through more than 100 business partners.

For additional information about Smartoptics, please visit <https://www.smartoptics.com/>

About Geneseo

Geneseo Communications specializes in delivering cutting-edge connectivity and communication services and is dedicated to being a strong partner to the communities we serve. Our main focus is providing high-speed internet services, fiber optics, and wireless solutions for both homes and businesses ensuring reliable connections supported by exceptional customer service. With a highly skilled team and state-of-the art technology, we are committed to keeping our customers connected in an increasingly digital world.