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## **Mellanox Ethernet Solutions Selected to Accelerate Baidu's Machine Learning Platforms**

*Mellanox End-to-End Ethernet Solutions with 100Gb/s Switches and Adapters Key for World-Leading Machine Learning Applications, Demonstrating Performance Improvements up to 200 Percent*

SUNNYVALE, Calif. & YOKNEAM, Israel--(BUSINESS WIRE)-- Mellanox Technologies, Ltd. (NASDAQ:MLNX), a leading supplier of high-performance, end-to-end interconnect solutions for data center servers and storage systems, today announced that Spectrum™ Ethernet switches and ConnectX®-4 100Gb/s Ethernet adapters have been selected by Baidu, the leading Chinese language Internet search provider, for Baidu's Machine Learning platforms. The need for higher data speed and most efficient data movement placed Spectrum and RDMA-enabled ConnectX-4 adapters as key components to enable world leading machine learning platforms. With the Mellanox solutions, Baidu was able to demonstrate 200 percent improvement in machine learning training times, resulting in faster decision making.

"We are pleased to continue working with Mellanox to enable the most efficient platforms for our applications," said Mr. Liu Ning, system department deputy director at Baidu. "Mellanox Ethernet solutions with RDMA allow us to fully leverage our Machine Learning platform and work with various machine models while saving valuable CPU cycles and associated computing costs."

"Machine Learning has become a critical predictive and computational tool for many businesses worldwide," said Amir Prescher, senior vice president business development, Mellanox Technologies. "Working with Baidu, the premiere internet search provider in China, has enabled Mellanox to showcase the advantages and cost effectiveness of our Spectrum™ switches and ConnectX®-4 100Gb/s adapters solutions to enable the most efficient machine learning platforms."

In 2013, Baidu established the Institute of Deep Learning, IDL, with the goal of better leveraging Machine Learning as it applies to image recognition, voice recognition and search, and advertising CTR forecast (i.e., Click Through Rate prediction, pCTR). To support IDL networking requirements, the Baidu RDMA solution guarantees businesses can transfer with no disruption or downtime. Even if RDMA encounters problems, the network can automatically switch over to TCP in order to guarantee continuous system operation. Baidu RDMA application solutions and Mellanox RDMA technology will continue to support Baidu's IDL to drive future innovation and breakthrough technology solutions.

Baidu Inc. is the leading Chinese language Internet search provider. As a technology-based media company, Baidu aims to provide the best and most equitable way for people to find what they're looking for. In addition to serving individual Internet search users, Baidu provides an effective platform for businesses to reach potential customers.

### **Supporting Resources:**

- | Learn more about Mellanox products and solutions at: [www.mellanox.com](http://www.mellanox.com)
- | Follow Mellanox on [Twitter](#), [Facebook](#), [Google+](#), [LinkedIn](#), and [YouTube](#)
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### **About Mellanox**

Mellanox Technologies (NASDAQ: MLNX) is a leading supplier of end-to-end InfiniBand and Ethernet interconnect solutions and services for servers and storage. Mellanox interconnect solutions increase data center efficiency by providing the highest throughput and lowest latency, delivering data faster to applications and unlocking system performance capability. Mellanox offers a choice of fast interconnect products: adapters, switches, software and silicon that accelerate application runtime and maximize business results for a wide range of markets including high performance computing, enterprise data centers, Web 2.0, cloud, storage and financial services. More information is available at: [www.mellanox.com](http://www.mellanox.com).

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