



data communications

# Press Release

## **RAD Wins Best Product Award for Carrier Ethernet Demarcation at Carrier Ethernet APAC Congress**

*Second Time in a Row That Panel of Independent Industry Analysts Selects RAD's Carrier Ethernet Product Solution at an Event Hosted by IIR Telecoms & Technology and the Metro Ethernet Forum*

*Singapore, December 1, 2011* – For the second time this year RAD Data Communications has won a Best Product Award at a Carrier Ethernet Congress event.

This latest award, for Best Carrier Ethernet Demarcation Product in Asia-Pacific, was presented at the Carrier Ethernet APAC 2011 in Singapore. The winning product is RAD's ETX-203A Carrier Ethernet Demarcation Device.

“The ETX-203A stands out among its peers by its incomparable price-performance advantage,” notes Amir Karo, Vice President of Marketing at RAD Data Communications. “This is especially relevant in APAC, where, until now, high CapEx has slowed the introduction of premium Carrier Ethernet services.”

The award was determined by a panel of judges from leading industry analyst firms Informa, Infonetics and Ovum and presented under the auspices of IIR Telecoms & Technology, organizer of the event, and in the presence of the Metro Ethernet Forum (MEF).

At Carrier Ethernet World Congress 2011, held in Amsterdam in October, RAD's ETX-205A won the award for Best Carrier Ethernet Mobile Backhaul Product in Europe, the Middle East and Africa. RAD is the only vendor to have won two such Carrier Ethernet Awards this year.

### **Specifically Designed to Reduce Carrier TCO**

RAD's ETX-203A is a richly featured, extremely price-competitive intelligent Carrier Ethernet demarcation device, specifically designed to reduce carrier TCO (total cost of ownership) in mass deployments of Carrier Ethernet-based services. Incorporating RAD's own Carrier Ethernet ASIC, the ETX-203A delivers SLA-based connectivity at the customer premises, ensuring end-to-end QoS and high availability for business services, cloud access and mobile backhaul.

Continued . . . /

The ETX-203A is available in both fixed and modular versions. The modular format is the industry's first completely modular demarcation device, enabling operators to deliver Carrier Ethernet services over different media from a single part number.

“While it is an honor to win a Carrier Ethernet Award, it is a singular honor to win two in one year,” Karo concludes. “This distinction testifies to RAD’s industry leadership in developing cutting-edge solutions for Carrier Ethernet access.”

### **About RAD**

Founded in 1981, RAD Data Communications has achieved international recognition as a major manufacturer of high quality access and backhaul equipment for data communications and telecommunications applications. These solutions serve the data and voice access requirements of service providers, carriers, and enterprise networks, as well as utilities and transportation systems. The company's installed base exceeds 11,000,000 units and includes more than 150 carriers and operators around the world, including AT&T, China Mobile, Deutsche Telekom, France Telecom/Orange, Hutchison, KDDI, Telekom Austria, TeliaSonera, Telstra, T-Mobile, Verizon, and Vodafone. RAD is an active participant in industry organizations such as the IETF, Broadband Forum, ITU, and MEF. Its customers are supported by 33 offices and more than 300 channel partners in 165 countries.

RAD’s environmental management system is ISO 14001 certified. Its operations facilities and processes comply with the industry’s most stringent standards and are completely non-polluting.

RAD is a member of the RAD Group of companies, a world leader in networking and internetworking product solutions.

RAD Data Communications site: <http://www.rad.com>

Twitter: <http://twitter.com/RADdatacomms>

### **Press Contact**

*Bob Eliaz, Media Relations Manager, RAD Data Communications*

*Tel: +972-3-6458134*

*Fax: +972-3-6498250*

*E-mail: [bob@rad.com](mailto:bob@rad.com)*