RAD
data communications

Press Release

# RAD and Shiron Announce Strategic Cooperation to Optimize Bandwidth on Satellite Links

*RAD A-bis Gateways and TDM Pseudowire Gateways Significantly Reduce Opex for Cellular Operators*

*Tel Aviv, October 17, 2006:* RAD Data Communications and Shiron Satellite Communications have announced an agreement on strategic cooperation between their two companies that will allow both providers and users of satellite services to maximize bandwidth efficiencies.

The agreement pairs Shiron's InterSKY RBOD (Real-Time Bandwidth-On-Demand technology) with RAD's Vmux-400 and Vmux-420 A-bis voice optimization gateways and its IPmux family of TDM over IP (TDMoIP®) pseudowire gateways. Shiron's InterSKY™ delivers highest-quality broadband satellite services economically to remote locations, and is designed for service providers, enterprises and government agencies. By combining Shiron's InterSKY™ VSAT systems with RAD's Vmux voice optimization gateways and IPmux pseudowire gateways as access devices, cellular operators transporting traffic over satellite links can significantly reduce operating expenses (Opex) across the entire GSM backhaul pathway.

"Satellite services are billed according to the quantity of bandwidth consumed, so cellular operators that have opted for such resources are under ceaseless pressure to implement whatever measures are available to maximize bandwidth efficiencies," explains Amir Karo, Associate Vice President, Product Management and Business Development, at RAD Data Communications. "RAD's Vmux and IPmux access products are perfect complements to Shiron's InterSKY RBOD because they permit satellite service providers to offer their customers a more attractive, efficient and complete solution."

**Bandwidth Savings of 50 Percent and More Reduces Satellite Uptime**
RAD's Vmux-400 and Vmux-420 A-bis (BTS to BSC) optimization gateways combined with Shiron's InterSKY Broadband Satellite Communications Systems enable mobile

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operators to make better use of their GSM network resources by offering up to 3:1 bandwidth optimization, as well as a 2:1 reduction in the number of E1 ports required for backhaul without any compromise in voice quality. This solution eliminates inefficiencies to yield bandwidth savings of 50 percent and more, greatly reducing the amount of satellite uptime required.

RAD's Vmux A-bis optimization gateways, moreover, ensure maximum scalability, given that up to twelve E1 voice trunks can be connected over a single E1 or a 10/100 Mbps Ethernet uplink. They also distinguish themselves in the market by offering precise clock regeneration over IP.

**Pseudowire Offers Attractive Price-Performance Ratio**

Using RAD's patented TDMoIP technology, the company's IPmux family of TDM pseudowire gateways enables carriers and service providers to take advantage of new IP/Ethernet/MPLS packet switched networks (PSNs) for transporting TDM-based CDMA backhaul traffic. Pseudowires convert and encapsulate E1/T1 traffic into packets for transmission over the IP/Ethernet/MPLS domain. This protects PBX investments while enabling a smooth migration to Next Generation packet switched networks. Pseudowire offers an attractive price-performance ratio without compromising voice quality.

"One of RAD's advantages is its network of distributors in Africa, Asia and Oceania, whose vast expanses are best served by satellite solutions," states Oscar Glottmann, Vice President of Sales and Marketing at Shiron. "This alliance will enable cellular operators to implement reliable, cost-effective solutions for deployment of remote micro-cells over satellite."

**About Shiron Satellite Communications**

Headquartered in Petah Tikvah, Israel, with offices in United States, Australia, Colombia, and Venezuela and representatives worldwide, Shiron Satellite Communications, a privately held company and technology powerhouse, is the provider of InterSKY, the leading broadband satellite platform which supports fast Internet access and IP applications including corporate intranet, videoconferencing and VoIP, optimized for high-quality satellite connectivity such as GSM and WLL backhaul. Through the use of innovative patent-protected technologies and standards, the InterSKY system significantly reduces satellite and network resources, making it the most cost-effective solution on the market. Shiron InterSKY is marketed worldwide, achieving global coverage with the deployment of numerous broadband DVB hubs and thousands of remote gateways across the six continents. Shiron InterSKY family of products is aimed at service providers, with a customer base that includes major satellite operators, telcos, ISPs, governments, public and private companies. InterSKY is a trademark of Shiron Satellite Communications.

Visit the Shiron website at: www.shiron.com

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**About RAD**
Founded in 1981, RAD Data Communications is now marking 25 years of innovation as an industry leader in the development of access solutions for data and telecommunications applications. RAD's solutions serve the data and voice access requirements of service providers, incumbent and new carriers, and enterprise networks, by reducing infrastructure investment costs while boosting competitiveness and profitability. The company's installed base exceeds 9,000,000 units and includes more than 150 carriers and operators around the world. These customers are supported by 23 RAD offices and more than 200 distributors in 164 countries.

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

RAD Data Communications site: www.rad.com

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