RAD Exhibits Cost-Effective Access Strategy for Next Generation Urban and Rural Networks

Tel Aviv, April 30, 2009 - At CommunicAsia 2009, which opens in Singapore on June 16, RAD Data Communications will be unveiling a cost-effective Next Generation Network (NGN) access strategy for both urban and rural environments.

“Operators throughout Asia are interested in rolling out NGN services without having to build large and robust Metro Ethernet networks whose high costs cannot be justified by potential penetration rates,” states Udi Furman, Director of Sales for Southeast Asia and Oceania at RAD Data Communications. “RAD’s strategy solves this problem by utilizing high-speed SHDSL.bis technology in urban centers and providing efficient Ethernet backhaul in rural areas,” he continues. “For densely-populated urban business districts, RAD is offering the most advanced Ethernet-based modem on the market, supporting SHDSL.bis, a high-bandwidth technology over copper lines, with data rates that can exceed 20 Mbps on four copper pairs.”

EFM NTU Supports SLAs with Ethernet OAM
In urban areas, RAD’s LA-210 Ethernet in the First Mile DSL Network Termination Unit (EFM NTU) takes advantage of IP-DSLAM infrastructure to roll out NGN business services by providing 22 Mbps over 4 copper pairs. “NGN business services require not only bandwidth but also have to support Service Level Agreements (SLAs), and that requires a device that can offer Ethernet Operations, Administration and Maintenance (OAM) and performance management,” Furman notes. “And RAD’s LA-210 is the most advanced MEF 9 and MEF 14 certified device in the market today.”

By employing SHDSL.bis technology, the LA-210 fills the bandwidth gap between SHDSL and high-speed fiber to allow carriers and service providers to make high-speed bandwidth available to reservoirs of customers currently unserved by fiber. It delivers Carrier Ethernet services, such as Ethernet Private Line (EPL), Ethernet Virtual Private Line (EVPL) and Virtual Private Networks (VPNs) with multiple point-to-point Ethernet Virtual Connections (EVCs). “And it does all of this over Layer 2,” Furman explains, “which means that it’s much more scalable and easier to deploy than traditional Layer 3 solutions.”

Deployment of NGNs in Rural Areas More Challenging
The deployment of NGNs in rural areas is more challenging because it’s not cost-effective to introduce them if potential penetration rates are low. Due to the lack of infrastructure, moreover, microwave radio or WiMAX has to be used to access the SDH transport network, and that will
require a converter. “Backhaul from the aggregation site, therefore, is the critical element,” Furman stresses.

RAD’s RICi-16 Ethernet over bonded PDH NTU is perfectly suited to meet this challenge. Its PDH circuit bonding creates a scalable, virtual large pipe composed of four, eight or sixteen E1 lines to deliver 32 Mbps of Ethernet using standards-based GFP protocol. Any combination of E1s can be bonded and used for Ethernet transport while the remainder can be reserved for voice. “In this way, providers can offer high-speed Ethernet bandwidth, especially in remote rural areas,” Furman concludes. “The RICi-16 is a truly ingenious way to dramatically reduce capital expenses (CapEx) and operating expenses (OpEx) when penetration rates cannot justify the building of an NGN in a rural environment.”

**EtherAccess Product Suite**
The LA-210 and RICi-16 are elements in RAD’s EtherAccess® product suite of intelligent Ethernet demarcation units, aggregators and integrated EFM access devices over fiber, DSL and copper circuits, which are designed to enable REAL (Reliable, Economical, Accountable and Limitless) carrier-grade Ethernet services. EtherAccess’ unified approach enables seamless Ethernet access by providing same service attributes and user experience, so that Carrier Ethernet services can be ubiquitously extended to the subscriber premises, with bandwidth adjustments per customer requirements, regardless of the underlying access technology or the number of intermediate operator networks.

**About RAD**
Established in 1981, privately owned RAD Data Communications has achieved international recognition as a major manufacturer of high quality access equipment for data communications and telecommunications applications. These 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 11,000,000 units and includes more than 150 carriers and operators around the world. These customers are supported by 23 RAD offices and more than 300 channel partners 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](http://www.rad.com)
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