



data communications

Press Release

RAD Delivers IP Video Coverage of World Cup to Europe

Broadcast to Be Transported Using Ethernet over SDH

Johannesburg, South Africa – June 11, 2010 – A major European carrier will be using a telecommunications access solution from RAD Data Communications to transmit IP video coverage of the World Cup, which begins tonight in Johannesburg, South Africa.

What makes this particular deployment newsworthy is that RAD's RIC-E3 Fast Ethernet over E3 Network Termination Units (NTUs) will enable the IP video broadcast to be transported over a legacy SDH network. The carrier will be maintaining two separate SDH connections between Africa and Europe, one active and one redundant, in order to guarantee transmission in the event of a network failure.

The RIC-E3 NTU enables Fast Ethernet traffic to be transported over E3 access lines by providing Ethernet-to-TDM conversion. In addition, the device can be used to extend Ethernet LANs over SDH/SONET, with remote fault monitoring, end-to-end traffic separation and guaranteed quality of service (QoS).

“We are pleased that RAD equipment has been selected to bring IP video of the games to Europe,” states Ami Barayev, Ethernet Product Line Manager at RAD Data Communications.

RAD's RIC family of NTUs, part of its EtherAccess® strategy to ensure reliable, economical, accountable, and limitless (REAL) Carrier Ethernet access, allows the extension, demarcation and concentration of Ethernet services such as IP-video over TDM networks. With rate versatility ranging from E1/T1 and bonded E1/T1 to STM-4/OC-12, EtherAccess delivers seamless mid-band Ethernet, Fast Ethernet and Gigabit Ethernet connectivity over PDH access circuits and SDH/SONET transport networks.

About RAD

Founded in 1981, privately-owned 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. 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, Hutchison, Orange, Telekom Austria, TeliaSonera, Telstra, T-Mobile, and Verizon.

Continued . . . /

RAD is an active participant in industry organizations such as the IETF, IP/MPLS Forum, ITU, and MEF. Its customers are supported by 26 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: 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