



data communications

# Press Release

## **RAD Introduces RuralSuite, an Affordable Package of Mobile Backhaul Solutions for Extending Coverage to Underserved Areas**

*Designed in Response to Government Initiatives to Invest in the Infrastructure Required to Expand Service to Outlying Areas*

*Barcelona, Spain - February 11, 2010* - RAD Data Communications, the award-winning manufacturer of innovative mobile backhaul solutions, will introduce at the Mobile World Congress 2010 in Barcelona a dedicated product portfolio for extending mobile coverage to outlying areas over copper, fiber or wireless links.

### **Government Stimulus Initiatives and ROI**

The RAD RuralSuite portfolio was packaged in response to government initiatives to stimulate the economy and generate employment by providing grants to carriers to expand their service footprint. Target areas include isolated regions with small numbers of potential subscribers that, until now, have gone without mobile coverage because there has not been any budgetary justification for the capital expenses in the necessary infrastructure that would be required to connect them to nationwide networks.

“Apart from being prohibitively expensive, the large installations that are traditionally associated with mobile backhaul are technological overkill for applications such as these,” notes Ronen Guri, Director of Product Management and Business Development for Mobile Backhaul Solutions at RAD Data Communications. “For such scenarios, RAD’s RuralSuite offers field-proven, cost-effective solutions that extend mobile coverage over copper, fiber or wireless links, both over either point-to-point or point-to-multipoint topologies,” he adds. “What makes RAD’s offering unique is that it includes a full gamut of affordable, globally tested solutions that can quickly be deployed to backhaul mobile traffic over any type of infrastructure and topology.”

Among the RAD solutions that comprise the RuralSuite product portfolio are the ASMi-54 SHDSL.bis modem with an integrated router or multiplexer, the Optimux-108L fiber optic multiplexer and the Airmux-400 broadband wireless multiplexer.

Continued . . . /

## **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. 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](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)*