



ADAX LAUNCH I/O SUB-SYSTEM TO MEET IP NETWORK NEEDS FOR TODAY AND THE FUTURE AT SUPERCMM

October 21st, 2009, Chicago, IL – Adax, an industry leader in high performance signaling infrastructure, has launched the *AdaxPacketRunner (APR)* at SuperComm 2009. The APR is an intelligent ATCA Carrier Blade with an on-board Cavium 56xx multi-core processor, specifically designed to meet I/O requirements of today's telecom networks and is ideal for NGN, IMS and LTE telecom applications with IP-transport, Carrier Ethernet (CE), QoS, security, bandwidth management, packet processing, I-TDM and signaling requirements.

The purpose built ATCA AMC carrier blade has been designed for customers who have a need for high-density I/O or are looking to interwork SS7/ATM and IP. By offering four AMC sites, the APR is scalable enough to address any combination of application I/O requirements. Customers will now be able to meet challenges such as flexibility and scalability of the blades, cost prohibitions and redundancy of I/O applications, while unlocking the potential of ATCA for integrated applications requiring SS7/ATM and IP networking.

“As the only vendor in the market able to offer this level of flexibility we believe that our PacketRunner product will benefit customers looking to move everything to IP either now or in the future,” states Drew Sproul, director of product marketing at Adax. “Customers will be able to protect their investment, as the flexibility of the PacketRunner and the AMC card family will ensure that they have a solution that can manage their current SS7 requirements while offering the ability to move to fully IP-based solutions when the time comes.”

Four AMC slots take any combination of Adax or other industry standard AMC cards, and the Cavium 56xx multi-core processor, memory and cache provides support for IP-transport, packet processing and signaling on one blade without the need for a general CPU or ProcessorAMC. The advanced design of the APR keeps high-speed packet processing on the blade itself and off the host ATCA bus, efficiently processing both control and data plane flows and minimizing contention on the chassis backplane.

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A key differentiator of the APR is the time to market advantage of Adax providing ready-to-run protocols, allowing its customers to focus on developing their applications and integrating Adax hardware and software components to create the perfect configuration. However, flexibility is important and it is also possible for customers to use third party AMC cards and software with the APR.

This launch is the first phase of Adax's range of products in the IP packet processing product space, ensuring its customers have a platform to fit the future requirements of today's telecom needs.

To arrange a demonstration of the APR at SuperComm please contact Adax at sales@adax.com or visit the booth in 3729

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About Adax

Adax has over 25 years experience in distributed signaling solutions and its products are designed to meet today's challenges of I/O Scalability, Cost Effectiveness and High Availability. With the addition of new IP-transport, MPLS/Carrier Ethernet (CE), QoS, Security, Bandwidth Management, and Packet Processing products and its traditional SS7, ATM and Signaling Gateway solutions, Adax meets these challenges, reduces costs and dramatically improves the value for money of every I/O link.

The flexible architecture of Adax products fulfils the promise of horizontal expansion, enabling cards and blades to be added, removed, and re-allocated with virtually no loss of services. 25+ years of hardware design experience provides Adax customers with high performance, highly reliable and cost-effective solutions, enabling Carriers to retain the value of their CAPEX investment.

Adax customers include some of the world's premier telecom suppliers such as Alcatel-Lucent, Ericsson and NSN; and value added service (VAS) providers and system integrators such as NetHawk, Comviva and Nexus Telecom.

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