



ADAX AND VTS PARTNER TO OFFER HIGH PERFORMANCE SS7, ATM AND IP SOLUTIONS TO INDIAN TELECOMS MARKET

08 July 2010, Reading, UK – Adax Europe Ltd, an industry leader in high performance signaling infrastructure, has announced a strategic partnership with Vicinity Technology Solutions (VTS) PTE Ltd, a high-tech corporation which delivers telecom and enterprise solutions to the Indian market.

VTS will distribute the Adax market leading SS7, ATM and IP product portfolio to leading telecom companies in India and Sri Lanka and will support the vendor's expansion with a range of joint marketing and commercial activities. VTS positions itself as "a value-added distributor with leading technology" and the partnership will reinforce the Adax presence in the telecommunications market in this region.

"VTS is committed to reinforcing our supplier's marketing strategies in the local market with dedicated product teams focused on customer contact," comments Partho Tokdar, Director, VTS. "This allows us to maximize the sales potential of each of our suppliers through a complete understanding of customer needs. Through this local knowledge we are able to adapt to the needs of the local market and develop product and service packages which reflect individual market conditions and we have identified that the Adax products will be an important addition to our Telecom Subsystem."

Adax products include I/O controllers, blades and signaling gateways for SS7, ATM and IP packet processing, signaling and interworking in LTE, IMS and NGM networks. VTS can now provide its customers with solutions that can deliver the high performance, total scalability, fast time to market and rapid return on investment that is essential for telecom companies to stay ahead in this competitive industry.

"There is a natural synergy in the Adax and VTS target markets and products," comments Robin Kent, director of European operations at Adax. "VTS has a great telecom and

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networking pedigree and their focus on providing value-added solutions for both wireline and wireless solutions is a natural fit for the Adax products so we are excited about working together in such a rapidly developing region.”

The partnership deal will come into effect immediately.

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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 to 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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About Vicinity Technology Solutions

Vicinity Technology Solutions (VTS) is an India & Singapore based distributor of Telecommunications and Electronic equipment. We work with select technology partners to distribute their products to various electronics verticals in India. With offices in Singapore, Bangalore, Hyderabad and Delhi, Vicinity has a wide reach in the Indian territory.

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