

Press information

ASIA FIRST FOR PRYSMIAN AT COMMUNICASIA 2009 WITH CASALIGHT XTREME

Singapore, 25 May 2009 - Prysmian Cables & Systems, one of the world's leading players in the cable industry, will be showcasing its latest range of Fibre-to-the-Home (FTTH) technologies at CommunicAsia 2009 in Singapore, June 16th – 19th. Among the products on show will be Prysmian's latest high performance optical fibre, CasaLight™ Xtreme.

CasaLight™ Xtreme - Prysmian's ultra bend insensitive fibre - has a bending radius down to 5mm, far exceeding the requirements of the toughest specifications currently used in the telecoms industry. It has been designed specifically for the most demanding FTTH applications where cables must withstand sharp 90 degree bends, rough handling and severe installation techniques such as the use of staple guns.

Eugene Tay, Commercial Director Telecom – ASEAN, who will be present at the event, commented: "With an ever growing consumer demand for greater bandwidth, Prysmian continues to be highly committed to bringing innovative Broadband solutions to homes throughout Asia."

"At this year's CommunicAsia, we will be displaying a wide range of products. In addition to CasaLight™ Xtreme, we will be demonstrating our VertiCasa™ MDU cabling system, Sirocco® Blown fibre and our Quickdraw® preconnectorised solution, all of which are ideal to meet the region's infrastructure growth needs. We believe that FTTH provision is a key to economic growth across Asia and specifically in Singapore. As providers of the passive infrastructure, it's critical that we continue with our product innovation to ensure reliable future-proofed networks."

With its ASEAN headquarters in Singapore and factories in Indonesia, Australia and China, plus offices in Thailand, Philippines, Malaysia, Vietnam and Hong-Kong - Prysmian is truly a local and global company.

To visit Prysmian at CommunicAsia2009, please attend Stand 5C3-08 in Hall 5.

If you would like to arrange a meeting or interview with a Prysmian representative at the show please contact Jessica Culshaw at BCS PR at jessica@bcspr.co.uk or +44 (0) 115 948690.

Prysmian

A leading player in the industry of high-technology cables and systems for energy and telecommunication, the Prysmian Group is a truly global company with sales exceeding 5 billion euro in 2008 and a strong position in higher-added value market segments. With its two businesses, Energy Cables & Systems (submarine and underground cables for power transmission and distribution, for industrial applications and for the distribution of electricity to residential and commercial buildings) and Telecom Cables & Systems (optical cables and fibres and copper cables for video, data and voice transmission), Prysmian boasts a global presence with subsidiaries in 38 countries, 53 plants in 21 countries, 7 Research & Development Centres in Europe, USA and South America, and over 12,000 employees. Specialising in the development of products and systems designed to meet clients' specific requirements, Prysmian's key strengths include: a focus on Research & Development, the capacity to innovative on products and production processes, and the use of advanced proprietary technologies. Prysmian is listed on the Milan Stock Exchange Blue Chip index.

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