

## Press information

### **PRYSMIAN TO LAUNCH VERTICASA™, A BREAKTHROUGH INNOVATION IN OPTICAL CABLE ALLOWING EASIER FIBRE ACCESS TO BUILDINGS.**

**Milan, December 10<sup>th</sup>, 2007** – Prysmian, a leading company in the industry of energy and telecom cables, announces the launch of the VertiCasa™ system, the latest addition to its growing FTTH (Fibre to the Home) product portfolio. Designed specifically for bringing optical fibre directly to residents of high-rise apartments and offices, the heart of the VertiCasa™ system features a new concept in optical cable construction allowing remarkably easy fibre access and break-out.

With the current surge in the growth of broadband services, the need to provide higher bandwidth capability - both upstream and downstream - to the end user continues to drive the deployment of more optical fibre in the last-mile access network. Efficient and cost-effective methods of fibre deployment are demanded by the network operator with installation in high-rise buildings or multi-dwelling units (MDUs) being one of the major challenges today facing the providers of these fibre systems.

The VertiCasa™ system provides a fast and flexible means of connecting users in an MDU. The system comprises a main riser cable of up to 96 fibres which can be branched directly to individual subscribers on different floors of the MDU without the need for splicing of fibre within the riser of the building. Fibres are extracted from breakout windows in the main cable using Prysmian's patented method which allows the required length of protected 'easy strip' fibre to be routed directly from the main body of the cable through to the end user. A pre-connectorised drop cable provides the final customer connection.

With Prysmian's own G657 compliant CasaLight™ fibre being used within the VertiCasa™ system, maximum performance is ensured in the presence of the tight bends often encountered when making final customer connections. Furthermore, CasaLight™ is fully compliant with traditional G652 fibres ensuring full system compatibility with existing networks. The VertiCasa™ system comprises all supporting accessories and connectivity products necessary to complete the full installation from main fibre distribution point, generally in the basement of the MDU, through to the end user.

Prysmian has just completed a two month European FTTH Roadshow in which invited visitors were given a preview of VertiCasa™. The unanimous reaction was extremely positive with the easy fibre access and speed of installation attracting great attention.

Production of the VertiCasa™ system has now begun at Prysmian's facilities in Italy and UK with initial deployments now commencing at several locations in Western Europe and with further schemes planned in several worldwide locations in early 2008.

#### **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 2006 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 35 countries, 54 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.*