



## press release

3 December 2007

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### **Cambridge Broadband Networks appoints new VP Marketing for next phase of company's growth**

**Cambridge, UK, 3 December 2007:** Cambridge Broadband Networks, the developer of carrier-class transmission equipment for cellular backhaul, has appointed a new Vice President of Marketing. Lance Hiley joins Cambridge Broadband Networks from test equipment vendor Anite Telecoms, where he was Marketing Director.

With more than 25 years of experience in the wireless industry, Lance has an in-depth understanding of wireless broadband technologies and markets. His key role within Cambridge Broadband Networks will be to design and execute a comprehensive marketing strategy as the company's customer base continues to grow.

Bjorn Krylander, Chief Executive Officer of Cambridge Broadband Networks, comments: "Our VectaStar transmission platform is now being chosen by operators around the world to backhaul traffic from their cellular networks. Our marketing efforts need to continue to drive us forwards and communicate effectively with both our current and our prospective customers. With his experience of strategic marketing in the telecoms industry, Lance is just the man to do this, and we are very pleased to welcome him on board."

During his career, Lance has held top-level marketing positions at a number of wireless technology companies, including Anite Telecoms, Silicon Intelligence, Parthus Technologies and Lucent Microelectronics. Originally from Canada, Lance has a DEC in Electrical Engineering from Dawson College in Montreal.

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Lance Hiley comments: “Cambridge Broadband Networks has a great technology, but more importantly it has a highly compelling financial model to help operators make great savings on their backhaul networks. My remit is to help the company best articulate and communicate its key messages, focusing on the business case rather than the technology itself, and I am looking forward to working with the team in delivering on this.”

Lance’s appointment is effective immediately.

— Ends —

### Media contact

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### About Cambridge Broadband Networks Limited [www.cambridgebroadband.com](http://www.cambridgebroadband.com)

Cambridge Broadband Networks provides telecommunications operators with carrier-class wireless point-to-multipoint transmission equipment. The company’s unique approach to backhaul means that its technology provides operators with a highly compelling business case, reducing backhaul costs by up to 60%. To date, Cambridge Broadband Networks products have been commercially deployed and technically proven in more than 30 countries, and the company continues to expand into new geographical markets as wireless networks become more widespread throughout the world. Privately-held, Cambridge Broadband Networks has headquarters in Cambridge, UK, with offices in Malaysia and South Africa and manufacturing facilities in China and the UK.

### About VectaStar

VectaStar is a highly flexible, scalable point-to-multipoint radio transmission system that can be used for 2G and 3G cellular backhaul, WiMAX/WiFi/DSLAM backhaul and Enterprise access. VectaStar is the only

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transmission solution with integrated Abis and Iub optimisation and dynamic statistical multiplexing to maximise the traffic that can be carried in any given bandwidth. This provides operators with the most efficient use of their radio spectrum and gives substantial operational and capital expenditure savings compared to leased line solutions. VectaStar's additional advantages include its superior capacity, range, service mix, spectral efficiency and built-in support for full redundancy. VectaStar seamlessly supports E1/T1, IP and ATM transmission protocols, providing operators with a comprehensive range of service offerings within a future proof platform. A single VectaStar base station supports simultaneous operation in the licensed 3.5GHz, 10.5GHz and 26GHz (24.5-26.5GHz) spectrum bands.