



KRONE

# news release

Immediate Release

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## ADC KRONE at Telecoms07

### *Back to Basics*

**CHELTENHAM, U.K. – 5 September 2007** – (NASDAQ: ADCT; [www.adckrone.com](http://www.adckrone.com))

ADC KRONE announced today that “Back to Basics” will be the theme of a presentation given by Andrew Roberts, product manager at ADC KRONE, 10:30 a.m. on 20 September 2007 at the Telecoms07 London conference and exhibition. During the show, ADC KRONE will display its complete TrueNet® copper and fibre portfolios on stands, Nos. 25 and 26.

According to recent research, medium and large enterprises waste from £0.5 million to £2 million a year on avoidable network-related downtime. During his presentation, Roberts will revisit the pitfalls for installers and end-users that frequently mean installed Category 5e or Category 6 networks in practice do not properly support Gigabit data rates.

ADC KRONE will exhibit the complete TrueNet copper and fibre portfolios from Category 5e to 10 Gigabit/s Category 6<sub>A</sub> for enterprises and data centres. In response to the issues Roberts will raise during his presentation, the entire ADC KRONE TrueNet portfolio will be featured as industry-leading solutions that guarantee end-to-end, any-port to any-port, zero bit-errors and, therefore, 100 percent Gigabit or 10 Gigabit/s transmission throughout the network - including backbone and campus links.

ADC KRONE also will unveil its revolutionary “fit-now, decide later” field upgradeable Physical Layer Management (PLM) patch panel. Currently, customers have to decide at the time of network installation whether or not they will deploy PLM or intelligent infrastructure management because once non-PLM patch panels are installed, they cannot be retrofitted on a working network.

“Until today, customers have had to either invest in expensive managed patch panels at day one or forgo any opportunity to upgrade to a managed network during its 7- to 20-year lifespan,” said Matthew Palmer, active product manager at ADC KRONE. “On the other hand, ADC KRONE’s new field-upgradeable PLM patch panel is installed as a regular patch panel initially and, if the customer then wants to go ‘managed’ at some later date, this can

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be done in seconds by changing the front cover and patch cords - without any alteration to the permanent link. Then, this can be wired to the intelligent management units without any further disruption to service."

### **About ADC KRONE**

ADC serves its customers as ADC KRONE in the Europe/Middle East/Africa, Asia, and Indo-Pacific regions of the world. ADC KRONE provides the network infrastructure equipment and services needed to deliver voice, video, Internet and data communications around the world. Wireline, wireless, cable, enterprise, and broadcast network operators rely on ADC offerings to deliver bandwidth intensive, high-speed services to residential, business and mobile subscribers. ADC (NASDAQ: ADCT) has sales into more than 130 countries. Learn more about ADC KRONE at [www.adckrone.com](http://www.adckrone.com).

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