

# Actelis Selects Proud as Global PR Lead

Submitted by: Proud PR

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Appointed to increase exposure of broadband acceleration solutions

Wokingham, Berkshire, 14 March, 2012 - Actelis Networks (<http://www.actelis.com/index.html>)®, The Broadband Acceleration (<http://www.actelis.com/index.html>) Company™, has engaged Proud PR (<http://www.proudpr.com>) to implement a media, influencer and partner communications programme in Europe and North America. With more than three billion copper telephone lines embedded throughout the world, carriers and enterprises are looking for pragmatic ways to best leverage the investment in their existing copper infrastructure to cost-effectively meet evolving broadband needs.

Proud PR will focus on increasing awareness and exposure of Actelis' unique ability to quickly and cost effectively accelerate deployment of new broadband services for businesses, municipalities and residential subscribers through its industry-leading and award-winning product line of Ethernet access equipment (<http://www.actelis.com/products/products.php>) and Broadband Accelerators (<http://www.actelis.com/products/prod-bba.php>) (BBAs).

Proud PR will handle the media relations (<http://www.proudpr.com>) campaign and strategy using its industry knowledge and media expertise to strengthen Actelis' brand awareness and increase market share in existing and emerging markets. Natalie Sutton, owner and director at Proud PR, is leading the program, along with Chris Heinemann, director of marketing communications at Silicon Valley-based Actelis.

"Actelis' mission has always been to accelerate the adoption of innovative broadband solutions that deliver the greatest rate, reach and reliability over existing networks," commented Heinemann. "We believe that our relationship with Proud PR will help Actelis expand its global brand as 'The Broadband Acceleration Company,' helping the company clearly articulate Actelis' brand promise that we are here to accelerate our customers' success."

"One of our strengths as an agency is taking technical messages and creating compelling content that reaches and resonates with targeted audiences," said Sutton. "Like its worldwide customer base, Actelis' portfolio of products is diverse and complex. As an agency, our task is to take these complexities and create a unified message that leverages the brand platform. We believe this partnership will enable Actelis to resonate across a wide group of targeted stakeholders and, ultimately, generate qualified leads that will lead to new business."

Actelis' broadband solutions are used by its customers to build Dedicated Networks, DSLAM Backhaul, Mobile Backhaul, Metro Ethernet Extension, Transparent LAN and Transportation (ITS) networks. Actelis' broadband solutions are also being deployed to provide residential broadband anywhere POTS service can be delivered. In fact, the company's BBA was named INTERNET TELEPHONY's 2011 Product of the Year. Additionally, the World Vendor Awards recently shortlisted Actelis' DRB technology for two awards in the categories of Technology Foresight and Best Specialist Vendor.

Proud PR, founded in 2003, also counts organisations such as Flexiant (<http://www.flexiant.com>), Intershop (<http://www.intershop.com>), Infinity (<http://www.infinitysdc.net>), Kensington

(<http://www.kensington.com>), M2 (<http://www.m2.uk.com>) and Qmatic (<http://www.qmatic.com/uk>) amongst its client base. For further information see [www.proudpr.com](http://www.proudpr.com).

#### About Actelis

Founded in 1998 and headquartered in Silicon Valley, California, Actelis is the global market leader and innovator in developing and manufacturing universal broadband solutions for telecom service providers, enterprises and municipalities worldwide. Deployed by more than 200 service providers across 50 countries, Actelis is accelerating universal broadband services to unserved and underserved subscribers through award-winning technologies like the Broadband Accelerator, EFMplus™, Dynamic Rate Boost (DRB) and Dynamic Spectral Shaping (DSS). These unique, patented technologies enable service providers to deliver universal broadband services that are unmatched in any marketplace, providing the greatest rate, reach and reliability over existing infrastructures. Actelis®, Actelis Networks® and Actelis Networks XLR8® are registered trademarks. The Broadband Acceleration Company™, EFMplus™ and MetaASSIST™ are trademarks of Actelis. All other trademarks used herein are the property of their respective owners. Learn more at [www.actelis.com](http://www.actelis.com) and follow Actelis on Twitter at [www.twitter.com/actelis](http://www.twitter.com/actelis).

#### About Proud PR

Proud PR's ethos is to offer clients hard work and high-value PR services through a team of time-served consultants only; at a modest price point. It has specialist expertise within the technology sector, but also regularly works on general business-to-business and consumer campaigns. Follow Proud PR at [www.twitter.com/natproud](http://www.twitter.com/natproud)

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