



# press release

For Immediate Release

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## **ADC KRONE Launches Industry-First TrueNet Cat 6 Cable with ReelSpeed Technology**

- *ADC KRONE "Thinks Outside the Box" with Revolutionary, Australian-designed TrueNet Cat 6 Cable Reel*
- *Reduces Pull Force and Labour*
- *Stable Design Aids in Easy 3-Dimensional Stacking*
- *Remaining Cable Volume Clearly Visible*
- *Small Unit and Ergonomic Handles Allow Easy Maneuverability Through Narrow Corridors and Stairwells*

**BERKELEY VALE – May 25, 2009** – ADC KRONE (NASDAQ: ADCT; [www.adc.com](http://www.adc.com)) today announced the introduction of a revolutionary, Australian-designed cable reel, specifically created to provide contractors with an easier, more efficient method of cable installation.

ADC KRONE's new TrueNet<sup>®</sup> Cat 6 Cable with ReelSpeed<sup>™</sup> Technology is manufactured with six inter-locking pieces that fit together without mechanical fasteners or adhesives. Unlike traditional cardboard boxes, the ReelSpeed Technology offers reduced pull force and labour, as well as easy 3-dimensional stacking and stable design. The compact size of the reel with its ergonomic handles allow for easy manoeuvrability through a construction site's narrow corridors and stairwells. The unit's design, which is highly durable with the use of recyclable plastic, also enables contractors to view the remaining cable volume.

"We are very proud of the ingenious ReelSpeed technology and innovation, and we see great potential for the reel being developed further in the future," said Rhona Turnley, associate product manager, Asia Pacific for ADC KRONE.

An industry first, the TrueNet Cat 6 Cable with ReelSpeed Technology, launched the 28<sup>th</sup> of May, is anticipated to be adopted globally, based on Australian market success. Pre-launch trials conducted generated highly favourable customer response.

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"We were thrilled with the speed of the product - we pulled 27 cables at once without an issue," said Gino Amadio, director of Fibre Optics North Queensland. "We saved on labour with the pulling of the cable as we'd usually have one person feed and hold the boxes."

Another customer offered this comment. "The way that the reels can be stacked makes them easier to use as opposed to the cardboard boxes, which always fall over when near the end of the cable," said Joshua Stanczyk of Star Group Companies. "They also are much easier to carry around the site than the cardboard boxes. I believe this new design will be beneficial to all contractors," noted Mr. Stanczyk.

"This innovation came about through customer research that identified the need to improve the speed of cable installations," said Ms. Turnley. "We believe the product will dramatically increase on-site efficiency and are excited to introduce it to the Australian market."

The TrueNet Cat 6 Cable with ReelSpeed Technology will be available to customers beginning the 28<sup>th</sup> of May.

#### **About ADC KRONE**

ADC serves its customers as ADC KRONE in the Europe/Middle East/Africa, Asia-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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