



## **Genesis Technical Systems Recognized for Industry Innovation** *Fierce Innovation Awards Program Announces Winners*

**Coventry, UK – November 13, 2012** – Genesis Technical Systems announced today that it has been recognized by this year’s Fierce Innovation Awards, an operator-reviewed awards program from the publishers of *FierceWireless*, *FierceTelecom* and *FierceCable*. Genesis Technical Systems received top honors in the category “Last-Mile Innovation” for its revolutionary DSL Rings® 400Mbps Broadband over copper solution.



Winners were selected by an exclusive panel of carrier-only judges including Stephen Bye, CTO and VP of Technology Development & Strategy at Sprint; Mattias Fridstrom, VP and Head of Technology at TeliaSonera International; Abhi Ingle, VP of Ecosystem and Innovation at AT&T; Tom Nagel, SVP of Business Development & Strategy, for Communications & Data Services at Comcast Cable; Todd Smith, Director of Media Relations at Cox Communications; and Jim Wales, Executive Director of Networks at Verizon.

Judges evaluated submissions based on technology innovation, financial impact, market validation and end-user customer experience.

*DSL Rings* technology provides high speed Internet bandwidth of up to 400 Mb/s over the existing copper infrastructure. More than capable of delivering streaming HDTV, DSL Rings changes the competitive landscape for voice, video and data telecommunications by enabling Superfast Internet to rural and urban customers at a fraction of the cost and deployment time of other solutions.



*'Genesis is very pleased to have been recognized for excellence in "Last Mile Innovation",' said Stephen Cooke, President and CTO, Genesis Technical Systems. 'Since launching DSL Rings at the Broadband World Forum last month we are engaging with a number of Telcos to discuss field trials in early 2013'.*

*DSL Rings is generally backhaul agnostic and works with both conventional copper, using standards-based bonded DSL technology, or FTTCab, or fiber to the neighbourhood (FTTNode). DSL Rings can also provide backhaul for femtocells to extend mobile coverage and off-load congested mobile networks.*

*DSL Rings is deployed entirely in response to demand with return-on-investment typically realised within 24 months, with the potential for an average installed cost-per-customer of less than 5% of the cost of fiber.*

#### **About FierceMarkets**

FierceMarkets, a wholly owned subsidiary of Questex Media Group, is a leader in B2B emedia, providing information and marketing services in the telecommunications, life sciences, healthcare, IT, energy, government, and finance industries through its portfolio of email newsletters, websites, webinars and live events. Every business day, FierceMarkets' wide array of publications reaches more than 1.3 million executives in more than 100 countries.

Current publications include: **Telecom:** *FierceBroadbandWireless; FierceCable; FierceDeveloper; FierceEnterpriseCommunications; FierceIPTV; FierceMobileContent; FierceOnlineVideo; FierceTelecom; FierceWireless; FierceWireless:Europe;* **Healthcare:** *FierceEMR; FierceHealthcare; FierceHealthFinance; FierceHealthIT; FierceHealthPayer; FierceMedicalImaging; FierceMobileHealthcare; FiercePracticeManagement; Hospital Impact;* **Life Sciences:** *FierceBiomarkers; FierceBiotech; FierceBiotechIT; FierceBiotech Research; FierceCRO; FierceDrugDelivery; FierceMedicalDevices; FiercePharma; FiercePharmaManufacturing; FierceVaccines;* **Energy:** *FierceEnergy; FierceSmartgrid;* **Enterprise IT:** *FierceBigData; FierceCIO; FierceCIO:TechWatch; FierceContentManagement; FierceMobileIT;* **Finance:** *FierceComplianceIT; FierceFinance; FierceFinanceIT;* **Government:** *FierceGovernment; FierceGovernmentIT; FierceHomelandSecurity; and FierceMobileGovernment.*

#### **About Genesis Technical Systems**

Genesis Technical Systems Corp. is a privately held company with multiple patents for *DSL Rings*, a technology that delivers *Superfast Broadband* at up to 400 Mb/s over existing copper telecommunications infrastructures. Genesis was founded in 2007 by telecom pioneers who believe there is a better way for telecom carriers to thrive in the rapidly changing competitive landscape.

Genesis has offices in Calgary, Canada, and Coventry, United Kingdom.



For more information, visit [www.dslrings.com](http://www.dslrings.com) and [www.facebook.com/dslrings](http://www.facebook.com/dslrings).

**Genesis Technical Systems**

Clair MacKenzie  
Marketing Director  
+44 7823 332410  
Clair.mackenzie@genesistechsys.com

**FierceMarkets**

Heather Martin  
202-824-5043  
heather@fiercemarkets.com