Genesis Technical Systems launches Superfast *DSL Rings*® at the Rural Telecom Industry Meeting 2013

DSL Rings, the affordable alternative to fibre, can be rapidly deployed, in response to customer demand, at a fraction of the cost of fibre, and with pay-back within two years.

Calgary – 29th January 2013 – Genesis Technical Systems Corp. is demonstrating, for the first time in North America, its innovative *DSL Rings*®, a technology that will deliver 400 Mb/s to rural and urban Telco customers over existing copper telecommunications infrastructures, at the Rural Telcom Industry Meeting and Expo in Florida next week.

DSL Rings is an award winning, patented, revolutionary technology that enables telecommunication companies (Telcos) to deliver superfast broadband at a fraction of the cost of fibre to the home (FTTH) or fibre to the premise (FTTP), whilst delivering more than enough capacity to bring very low cost triple play and quad play offers to both rural and urban areas.

Genesis's DSL Rings rural solution can be used where distances from the exchange are a limiting factor in deploying traditional broadband methods.

"DSL Rings facilitates Telco customer acquisition, win-back and retention by offering better, faster services; more bandwidth; and a lower unit cost (per Mb/s) than current methods of delivering broadband services over copper," stated Stephen Cooke, Genesis President & CTO.

In North America alone, there are millions of people who currently do not have even the most basic 4 Mb/s service. *DSL Rings* supports VoIP, Wi-Fi, Wi-Max, M2M, CCTV and CATV, automated meter reading, mobile network offload, femtocells, picocells, HD IPTV, video conferencing, video streaming, video on demand and 4k UHDTV. It has the potential to change the lives of millions of people through home working, cloud

computing, ecommerce, distance learning, telemedicine and access to government services over the Internet. *DSL Rings* can be deployed in rural and urban situations with the potential for return on investment typically within 24 months following low cost, rapid deployment.

DSL Rings is generally backhaul agnostic and works with both conventional copper, using standards-based bonded DSL technology, and FTTCab, or fibre to the neighbourhood (FTTNode). It is a great alternative for FTTH or FTTP. *DSL Rings* can also provide backhaul for femtocells to off-load congested mobile networks.

Garry Kelman, Genesis CEO, said: "*We are very pleased to be launching our DSL Rings Rural Solution at the Rural Telcecom Industry Meeting in Florida and build on the success of our global launch at the Broadband World Forum last October. As a part of our rural launch we are offering attending Telcos the unique opportunity to sign up for special field trial packages. Genesis Technical Systems is passionate about enabling affordable Superfast Broadband for everyone, whether they live in rural communities or cities.*"

Genesis is showcasing its environmentally friendly *DSL Rings* rural solution, with live demonstrations at the Rural Telecom Industry Meeting Expo on stand **#715** on Monday 4th and Tuesday 5th of February 2013.

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.genesistechsys.com and www.fb.com/dslrings, or contact:

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