



## Genesis Technical Systems appoints former Orange International executive to lead the business

Nigel Hall joins rapidly growing Genesis, an award winning telecommunications vendor, as it prepares for commercialisation following successful Customer Field Trials

**Coventry, UK – 10 October 2013** – Coventry-based Genesis Technical Systems has appointed Nigel Hall as its Managing Director marking continued growth and success of the company. Nigel joins the team with a prestigious background in telecommunications, leading the original international start-up team for mobile giant Orange, and holding senior positions at Cable & Wireless, Telefonica O2 and GEC/Marconi.

Genesis has recently developed *mBond™* for mobile operators wanting to rapidly supercharge their existing backhaul following their innovative *DSL Rings®* for fixed line operators, who want a cost effective technology for delivering superfast broadband to their customer base. *mBond* can deliver up to 1 Gb/s over copper backhaul, and *DSL Rings* can deliver up to 400 Mb/s to the end customer over existing telephone networks.

As well as attracting top quality staff, Genesis is being recognised by the Telco industry consistently winning as well as being nominated for a number of awards. Last year Genesis won the Fierce Telecom Last Mile Innovation Award for its *DSL Rings*, and this year Genesis has been shortlisted for two SPIFFY awards, and most recently nominated for the Total Telecom Innovation Award, one of the World Communication Awards.

*"I am thrilled to have joined Genesis Technical Systems,"* said Nigel Hall, Managing Director, Genesis UK. *"Genesis has come up with an idea so simple and yet so clever that it will change the landscape of telecommunications across the globe. The team recently completed mBond field trials in Asia Pacific. We are processing the results which we look forward to announcing next week at the Broadband World Forum."*

Nigel, along with the rest of the Genesis team, will be exhibiting at the Broadband World Forum in Amsterdam 22 -24 October. Visit the stand F19 to see the innovative copper solutions *mBond™* and *DSL Rings®* for yourself.

### **About Genesis**

Genesis Technical Systems provides the ground-breaking *DSL Rings®* and *mBond™* technologies, delivering affordable superfast broadband over existing copper networks.



*DSL Rings* changes the competitive landscape for voice, video and data telecommunications services by enabling superfast Internet bandwidth to rural and urban customers at a fraction of the cost and deployment time of other solutions.

*mBond* provides mobile telecommunications operators with a unique opportunity to dramatically enhance their copper-wired base stations' capacity. Bandwidth needs are significantly increasing with the deployment of high speed data services such as 3G and LTE. Therefore, telecoms operators need to enhance their BTS backhaul as fast as possible while keeping their costs low.

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

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

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