

Lord Younger visits start-up as it prepares for rollout of superfast broadband over the existing copper network

Lord Younger discusses importance of protecting Intellectual Property with Genesis Research & Development team

Coventry, UK – September 11, 2013 –Intellectual Property (IP) Minister Lord Younger visits telecom start-up Genesis Technical Systems to learn about new technologies for delivering very high speed broadband over existing copper telecoms networks and to discuss the importance of protecting Intellectual Property.



Meeting at the Genesis R&D base at the University of Warwick Science Park, Lord Younger was keen to learn more about the disruptive and award-winning technologies *mBond™* and *DSL Rings®*. Both have the potential to massively improve broadband access and mobile services for millions of individuals across the globe. Genesis's solutions are an attractive proposition for telecoms operators challenged by a fiercely competitive environment. Using the existing network to deliver superfast broadband enables telecoms companies to deliver vastly improved services at an affordable cost.



Minister for Intellectual Property, Lord Younger commented: "I am delighted to be visiting Genesis Technical Systems today and to be able to see first-hand such innovative thinking and original ideas. This is an excellent example of local industry with a global market. It remains a very important part of our growth strategy to improve and broaden broadband access to companies operating in the UK and globally."

Nigel Hall, Managing Director for Genesis UK, who is hosting the Minister's visit, said: *"Lord Younger's role in highlighting the importance of intellectual property is vital to UK technology businesses. As Genesis prepares to roll out mBond and DSL Rings in Asia we consider that Intellectual Property protection is fundamental to the success of our business."*

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 and www.facebook.com/genesistechsys.

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