

***mBond*[™] set to revolutionise the future of mobile data in suburban areas**

As mobile data traffic continues to surge in volume, operators turn to copper, to quickly and easily deliver fibre-like speeds

Coventry, UK – 19 February 2014 – Genesis Technical System's unique superfast bonding solution *mBond*[™], will be on show at Mobile World Congress from 24th to 27th February 2014. *mBond* offers a multitude of benefits to operators and service providers looking to deliver fast, affordable mobile broadband to their customers.

The demand for affordable, superfast broadband is rising significantly as the number of consumers using wireless devices such as tablets, smartphones and laptops continues to increase.

As well as increasing numbers of users, there are changes to the mix of devices and services being used, leading to new patterns of use, and equally importantly new locations for heavy data usage. Whereas in the voice market, mobile is all about mobility, this is not necessarily the case in the data market. Data usage is nomadic, and centred on a small handful of locations – the home being amongst the most important.

As a result, an increasing proportion of mobile data traffic is issuing from suburban areas. Within just two years, it is forecast that approaching one third of all mobile data traffic will derive from suburban locations, compared to less than one fifth today.

mBond helps operators meet these backhaul demands by delivering bandwidth of up to 150 Mb/s over 1 mile. *mBond* effectively aggregates available bandwidth per pair, e.g., if each pair can deliver 10 Mb/s, then 12 pairs will provide 120 Mb/s. Any number of pairs can be bonded, and when even more bandwidth is required the bonded pairs may be grouped.

mBond can be deployed quickly and easily, and is the ideal solution for suburban areas since they are already frequently serviced by large-format Base Transceiver Stations (BTS), which are largely copper-based. *mBond* addresses the challenge operators have to



enhance their backhaul as quickly as possible, whilst minimising capital and operating expenditures, brought about by a proliferation of new devices and rapidly altering data traffic patterns.

“It is estimated that by 2016, data traffic from suburban areas will have doubled in volume – and although still a minority in total traffic, the importance of consumer experience in these areas will be critical,” said Stephen Cooke, CTO, Genesis Technical Systems, “*mBond* is able to provide 150 Mb/s over a mile with 12-pairs and in excess of 75 Mb/s at 1300 metres with 4-pairs, which is revolutionary. The true benefit of *mBond* is that it can provide these superfast speeds and be deployed in a quick and cost-effective way, in comparison to other roll-outs which require more time and are far more costly.”

Deployed over existing copper pairs, *mBond* is a cost-effective solution that doesn't require specific technical skills, RoW (Right of Way) or construction adjustments, benefiting telco's by delivering very high throughput to copper-wired BTS, at a fraction of the cost of fibre-optics.

Visit Genesis on stand C12 in hall 7 at Mobile World Congress to pick up your free pre-publication copy of the Genesis whitepaper: “Backhaul Bottleneck? Copper to the rescue! The critical role of copper backhaul in 4G mobile telecommunications”. The paper considers the move from 3G to 4G, and how bonded copper backhaul can provide consistent, reliable and easily installed solutions to operators challenged with a potential backhaul shortfall.

Genesis CTO, Stephen Cooke and CEO, Nigel Hall will be available during Mobile World Congress to discuss the latest developments of *mBond* as it continues to move from strength to strength. Please contact amy.macdonald@proactivepr.com to arrange briefings and interviews with Stephen or Nigel.

If you are unable to visit Genesis on the stand but would like to receive an electronic copy of the white paper when it is published, please email clair.mackenzie@genesistechsys.com

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About Genesis

Genesis Technical Systems, provider of *DSL Rings*[®] and *mBond*[™], creates cutting-edge broadband technologies that enable fixed and mobile telecoms operators to cost effectively deliver ultra-fast



mobile and fixed broadband services, over existing copper networks to meet increasing broadband traffic demands.

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 about Genesis and revolutionising copper broadband check out [this video](#) and visit www.genesistechnsys.com.

You can also find Genesis at:

www.twitter.com/genesistechnsys

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