



## **CableMatrix Opens European Office**

*Industry veteran named to head up European PacketCable™ Multimedia activities*

May 24, 2005 (Deerfield, Ill.)—CableMatrix Technologies, Inc., a leading vendor of PacketCable™ Multimedia (PCMM)-based Policy Server platforms for enhanced Quality of Service (QoS) IP applications, has announced the appointment of telecommunications industry expert Andrew Carver as General Manager of its newly opened Europe office.

“Our CableLabs-PCMM-qualified Policy Server has generated substantial activity with leading cable operators in Europe. By bringing an industry veteran of Andrew Carver’s caliber on board, we are now strategically positioned to further enhance our international presence,” said CableMatrix CEO Larry Rubin.

Carver, based in Oxford, England, has nearly 20 years’ experience in telecommunications, working with vendors, service providers, and as an industry consultant. Most notably, he was the founder of a software start-up, fostered by British Telecom's Brightstar incubator, which was aimed at providing dynamic QoS for broadband Internet. This provided him with an intimate knowledge of cable and DSL network technologies, as well as familiarity with the agenda of both types of service providers.

“I’ve been immersed in the area of dynamic Quality of Service for several years now, and CableMatrix is bringing to market next-generation IP technologies that address this very issue,” Carver noted. “I am pleased to be able to apply my knowledge in this area to furthering CableMatrix’s European interests.”

Prior to Brightstar, Carver headed Telecoms Strategy Consulting for the international high-tech consultancy Scientific Generics, Cambridge, England, which specialized in wireless and other access technologies. He also has worked with one of the leading global managed network service providers, the SITA Group, now split into SITA and Equant. He was Director of Strategy for Scitor, the precursor to Equant, where he held responsibility for business planning, partnerships and acquisition evaluation, and product portfolio enhancement.

Carver held similar responsibilities as Business Development Manager for GPT Video and Data Systems, one of the key early players in videoconferencing and also the focus for GPT’s (now Marconi's) drive for an integrated voice and data portfolio.

“Competition has made European operators highly innovative,” said CableMatrix’s Rubin, “so we expect our enhanced service-delivery platform, combined with Andrew’s expertise, to be very well received in the marketplace”

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## About CableMatrix

CableMatrix ([www.cablematrix.com](http://www.cablematrix.com)) provides advanced, PCMM-based software solutions that allow cable operators to maximize their revenues while delivering media-rich IP applications and services. Its standards-compliant On Demand Service Platform (ODSP™) Policy Server enables dynamic, real-time QoS and bandwidth management on a per-customer, per-application basis, empowering broadband cable operators to correlate increased bandwidth usage with increased revenue.

CableMatrix also was recently selected as part of this year's "Red Herring 100/Europe," recognizing the top 100 private European and Israeli companies that play a leading role in innovation and technology.

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