

# ADC Announces the New Brand for Combined ADC and KRONE Organisation in Australia

ADC KRONE Leverages the Strengths of Both Company Brands and Reflects the Power of a Combined Entity in the Network Infrastructure Industry

ADC (Nasdaq:ADCT, [www.adc.com](http://www.adc.com)) today announced the new brand for the combined ADC and KRONE organisations in Australia. The new name, ADC KRONE, fully leverages the strengths of both the ADC and KRONE brands in the region and better reflects the joining of two major forces in the network infrastructure industry.

ADC KRONE has a comprehensive communications plan in place to inform the marketplace, culminating in a national roadshow being held April 1-13th, which will showcase the new combined portfolio for the enterprise, including leading 10 Gigabit UTP and PoE technologies. Cities include Sydney, Melbourne, Canberra, Brisbane, Adelaide and Perth. To register, or for further details call 1800 801 298.

As a united company we have strengthened our capabilities. Resulting in a new entity that makes ADC KRONE one of the most significant infrastructure companies in the data telecommunications market, said Bob Fitzgerald, ADC KRONEs VP & Regional Director for Indo-Pacific. This means that we can better serve the needs of our customers with greater range, reach and capacity.

## ADC KRONE Products & Solutions

ADC KRONE provides the connections for fixed, wireless, cable, and enterprise networks. ADC KRONEs innovative portfolio of DSL, carrier Ethernet products, Fibre-to-the-Home (FTTH), wireless infrastructure and enterprise network solutions enable high-speed Internet, data, video, and voice services to residential, business and mobile subscribers.

## ADC KRONE Customers

Customers include private network operators, local and long distance telephone companies, cable television operators, Internet/data communications providers, wireless service providers and broadcast television operators.

## About ADC KRONE

ADC serves its customers as ADC KRONE in the Europe/Middle East/Africa, Asia, and Indo-Pacific regions of the world. With sales into more than 150 countries, the company provides the connections for wireline, wireless, cable, broadcast and enterprise networks around the world. ADC KRONEs innovative network infrastructure equipment and professional services enable high-speed Internet, data, video, and voice services to residential, business and mobile subscribers. Learn more about ADC KRONE at [www.adckrone.com](http://www.adckrone.com).