Max Telecom finalise la première phase du développement WiMAX en Bulgarie avec la technologie Cisco WiMAX

- Max Telecom vient d’officialiser la finalisation de la première étape de sa nouvelle offre de WiMAX en Bulgarie, en partenariat avec Cisco.
- Ce déploiement, basé sur la plateforme de gestion Cisco Element System (EMS), concerne une dizaine de villes, dont la capitale, Sofia, et deux stations de ski.
- Ce nouveau réseau WiMAX permet de se connecter à Internet, en très haut débit mobile, et donne également accès à de nombreux services annexes, dont la télévision mobile sur WiMAX.
- Max Telecom prévoit d’étendre sa couverture d’ici à fin 2009 pour toucher 90% de la population bulgare.

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Max Telecom Completes First Phase of Nationwide WiMAX Rollout in Bulgaria Using Cisco WiMAX Technology and IP Next-Generation Network Architecture

Broadband Deployment Provides Contemporary and Efficient Network for High-Speed Mobile Internet Access Across Bulgaria

BARCELONA, Spain - Mobile World Congress - February 12, 2008 - Max Telecom today announced it has completed the first phase of its WiMAX rollout in Bulgaria, using the Cisco® Mobile WiMAX technology paired with its access and aggregation solutions. Max Telecom plans to expand coverage to 90 percent of Bulgaria's population by the end of 2009, providing citizens with fast, highly secure mobile access and the latest services. This deployment represents Bulgaria's first personal broadband mobile communications service with coverage now available in ten cities, including the capital city of Sofia, as well as two ski resorts across the country.

"Our goal is to develop a contemporary and highly efficient network that will provide high-speed mobile Internet access all across the country," said Krassi Stoitcheff, chief executive officer, Max Telecom. "The market in Bulgaria is ripe for broadband services. WiMAX technology enables us to offer high-quality, competitive, highly secure and reliable services to
our subscribers. To do this, we needed partners who can provide the latest technology solutions. We chose Cisco's WiMAX technology due to its industry-leading portfolio, innovation power and real-world commercial deployments worldwide."

With the rollout, Max Telecom now offers its subscribers high-quality and fast mobile Internet access, voice services, as well as virtual private network (VPN) services over WiMAX. The company recently launched mobile television over WiMAX, so consumers can watch their favorite TV channels while on the move.

"We are very pleased to be part of the first commercial WiMAX service deployment in Bulgaria and are eager to support Max Telecom's business plans to grow their number of subscribers quickly. We're seeing countries in Central and Eastern Europe increasingly going straight to the latest, most advanced telecommunications technologies for their first implementations of broadband and related services," said Kaan Terzioglu, vice president, Central and Eastern Europe at Cisco. "This strategy gives Bulgaria a competitive advantage over companies operating within its borders. It also enhances Bulgaria's ability to compete on a global basis, while providing a solid technology foundation on which it can deliver value-added services to its citizens."

The technology that powers Max Telecom's WiMAX service is a complete, 802.16e ready end-to-end solution, using Cisco's customer premises equipment, as well as WiMAX base stations and the Cisco Element Management System (EMS) management platform. Cisco is also providing the access and aggregation network, which connects the base stations to the core network of Max Telecom. Cisco's IP Next-Generation Network vision and architecture helps service providers, such as Max Telecom, transform their businesses. The aim is to deliver a sustainable competitive advantage and profits for telecoms companies by helping them develop and plan their organizations, their specific network architectures, and business models for the future.

About Max Telecom

Max Telecom is a Bulgarian new generation telecommunication company, deploying a nationwide WiMAX network. Max Telecom provides a full range of fast, high quality, reliable telecommunication products and services, mobile or fixed Internet access, VOIP under its own nationwide +359 999 numbering plan, video and IPTV. For more details on Max Telecom, visit [www.maxtelecom.bg](http://www.maxtelecom.bg)

About Cisco Systems

Cisco, (NASDAQ: CSCO), is the worldwide leader in networking that transforms how people connect, communicate and collaborate. Information about Cisco can be found at [http://www.cisco.com](http://www.cisco.com). For ongoing news, please go to [http://newsroom.cisco.com](http://newsroom.cisco.com). Cisco equipment in Europe is supplied by Cisco Systems International BV, a wholly owned subsidiary of Cisco Systems, Inc.

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