



**CALABASAS, Calif., November 27, 2006**

**STRIX SYSTEMS WINS LIGHT READING'S LEADING LIGHTS AWARD**

*Strix Honored With Best Marketing Award for Global Campaign That Has Helped Propel Company to Leadership in the Wireless Mesh Network Market*

**CORE NEWS FACTS**

- Strix Systems announced today that *Light Reading*, the world's leading online publication for the telecom industry, has named Strix as winner of the Leading Lights Award in the Best Marketing (Private Company) category. The award is given to the private company that has best communicated a specific technology vision and/or business proposition to customers and investors, especially in cases where the company has defined and led the market.
- Strix developed its award-winning marketing strategy to rapidly capture market share by achieving global coverage (to increase global awareness of and access to its products) and global competitiveness (by differentiating its products from those of its competitors). Most private companies in the wireless mesh market opted to focus on the U.S., on one type of customer, or on one market segment.
- Within one year, its marketing strategy enabled Strix to achieve brand and product recognition worldwide, establish technology leadership, and become the leader in the wireless market, with three-fold year-over-year revenue growth.
- The Wireless Mesh Equipment Market Tracker, published by Heaving Reading, confirmed that Strix shipped more mesh radios—16,100—than any other vendor in 1H2006 and that the company holds a 22 percent market share.
- The company's technology leadership was confirmed when it won the first independent wireless mesh test in mid-2006, which was held by Iometrix and sponsored by and published in *Light Reading*.
- Strix's marketing strategy was developed by Vice President of Product Development and Marketing Nan Chen, who is the only person to win three Leading Lights Awards. He won the Best Marketing (Private Company), award in 2005 for his work as vice president of marketing for the Metro Ethernet Forum (MEF), and won the same award in 2004, when he represented a different company.

## COMMENTARY

- “LR Names 2006 Leading Lights,” *Light Reading*, Nov. 16, 2006 – “After hanging its hat on a new technology for wireless mesh networks, Strix rolled out its message in a major marketing blitz in the past 12 months, pumping out press releases faster than McDonalds cranks out burgers.”
- Nan Chen, Vice President of Product Management and Marketing, Strix Systems – “Winning the Leading Lights Award for best marketing strategy by a private company is a wonderful capstone to a year that saw Strix surge to market and technology leadership. We took a very different approach to marketing than our competitors, and in the process proved that there is a rapidly growing, worldwide demand for wireless mesh networks. I intend to keep up the marketing pressure to help Strix not just lead the market but dominate it.”

## MULTIMEDIA

- LR Names 2006 Leading Lights  
([http://lightreading.com/document.asp?doc\\_id=110733&wt.svl/=news1\\_3](http://lightreading.com/document.asp?doc_id=110733&wt.svl/=news1_3))
- Strix Access/One Network Outdoor Wireless System (OWS)  
(<http://www.strixsystems.com/products/ows.asp>)
- Strix Access/One Network Indoor Wireless System (IWS)  
(<http://www.strixsystems.com/products/iws.asp>)
- Strix Wireless Mesh Network Solutions  
(<http://www.strixsystems.com/solutions/default.asp>)

### About Strix OWS and IWS

The Strix Access/One OWS modular mesh products deliver the largest capacity (up to six radios and 768 users per node, three to six times the norm), highest throughput (five times the norm at 35 Mbps), and best scalability (users can add more radio boards, WiMAX modules, or new technologies). An independent wireless mesh test sponsored by *Light Reading* and completed in June 2006 found Strix’s OWS 2400-30 delivers the best throughput and capacity, the greatest scalability for voice applications, and the best mobility/roaming. Strix networks scale to 10 or more wireless hops with near-zero throughput loss and latency. Customers can deliver real-time applications with a minimum of wired connections for a given area, which reduces CapEx and OpEx.

### About Strix Systems

Strix Systems is the proven worldwide leader in wireless mesh networking. Strix’s Access/One products are the industry’s only modular (chassis-based) mesh systems, delivering the highest throughput, lowest latency, greatest capacity and unparalleled scalability. This new generation of products provides the broadband mobility and reach to support voice, video, and data applications. Sold globally by a network of first-class distributors and integrators, Access/One solutions have been deployed in hundreds of networks worldwide, outdoor and indoor, for the

service providers, metro, public safety, government, energy, transportation, hospitality, education, enterprise, and residential markets. For more information about Strix Systems, please visit [www.strixsystems.com](http://www.strixsystems.com).

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