

Flash Networks Launches Mobile Internet Platforms based on AdvancedTCA

Herzlia, Israel, April 16th 2007 – Flash Networks, a leading provider of mobile Internet quality-of-experience (QoE) solutions, today announced the availability and first deployments of mobile Internet platforms based on Advanced Telecommunications Computing Architecture (AdvancedTCA™; ATCA). Flash Networks is the first mobile internet QoE solutions supplier to provide operators with a scalable, flexible, highly reliable, ATCA based infrastructure. Flash's ATCA based QoE platforms enable reuse and harmonization of existing network elements for lower capital and operating expenses. Flash's ATCA based QoE platform is already in production, having been recently installed at a European Tier One operator's site.

ATCA is a new series of specifications from industry consortium PICMG, designed to meet requirements for carrier-grade communications equipment incorporating the latest in high speed interconnect technologies and next generation processors for improved reliability, availability, and serviceability.

ATCA technology enables Flash Networks' QoE platforms to scale up easily for both new subscribers and services. In addition Flash's ATCA based QoE platforms now support ultra-high speeds with no single point of failure. Multi-media processing and wire-speed functions, such as switching and routing, are carried out over dedicated hardware, thereby minimizing latency and reducing CAPEX and OPEX. In addition, Flash Networks' customers benefit from:

- Full redundancy at all levels including hot-swap capabilities where every component within the system (hardware and software) can be replaced on-the-fly without any service interruption.
- Easily accessible components with built-in mechanisms to ensure error-free maintenance.
- Minimum floor space requirements due to high density.

Both NettGain and Harmony mobile Internet platforms are available now on ATCA technology. NettGain accelerates and optimizes the loading of content to mobile terminals delivering faster, smoother, and more consistent browsing. Harmony, the natural evolution of NettGain, empowers enhanced subscriber QoE by applying best-in-class services on mobile data traffic. Harmony provides data acceleration, content adaptation, content control, user intelligence, and personalization services.

Liam Galin, President and CEO of Flash Networks, commented: "We are proud to implement market leading innovations. At Flash Networks, we believe in bringing the highest value to our customers by utilizing the best quality standard-based components. Our implementation of ATCA architecture demonstrates Flash Networks' commitment to providing the most reliable and best price/performance mobile Internet solutions available on the market today."

About Flash Networks: Flash Networks is a leading provider of quality-of-experience

(QoE) solutions that accelerate mobile Internet adoption by empowering a fast, adaptive, safe, and personalized user experience. Flash's innovative QoE platforms harmonize network infrastructure for lower capital and operating expenses while enabling the rapid introduction of revenue-generating mobile Internet services. With offices in Europe and North America, Flash Networks serves a growing installed base of over 40 top-tier mobile carriers worldwide such as T-Mobile, Vodafone and Orange.

About PICMG

Founded in 1994, PICMG is a consortium of over 400 companies that collaboratively develops open specifications for high performance telecommunications and industrial computing applications. The members of the consortium have a long history of developing and using leading edge products for these industries. For information about PICMG membership, or to find out how to obtain PICMG specifications, visit the PICMG website at www.picmg.org or call PICMG headquarters at (781) 246-9318.

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