SMARTS' Backhaul to Be Even Smarter with Celtro Optimization

Russian mobile provider SMARTS chose Celtro's DynaMate for the optimization of its backhaul network.

Tel Aviv, Israel -- December 8, 2008 -- Celtro, a pioneer and leading global supplier of creative switching solutions for the mobile backhaul network, today announced that Russian provider SMARTS had chosen the company's DynaMate solution for optimization and future-proofing of its mobile backhaul network.

With Celtro's DynaMate, SMARTS will join 74 providers worldwide who have effectively eliminated data services bottlenecks in their access networks. Enabling seamless connection of new base stations and the addition of more transmitter-receivers without additional investment in transport infrastructure, DynaMate will deliver significant resource savings to SMARTS – especially as their network continues to expand.

"With the Celtro installation, we will be able to increase our network capacity, include additional base stations, expand our coverage, and improve our overall quality of service – all this, while actually reducing operating expenses," noted Michail Chusainov, Deputy Director of SMARTS and General Manager of the Technical Department. "Additionally, Celtro's solution enables us to create combined 2G/3G networks for HSPA deployment, helping us prepare for a smooth transition to future technologies," he concluded.

"The fact that SMARTS chose Celtro attests both to the excellent performance of our solutions, and to the strength of the cooperation between our companies," said Dmitry Bidny, AVP Sales Russia, at Celtro. "By facilitating planned expansion and modernization, Celtro is helping Russian operators use their networks more efficiently - offering their users a wider spectrum of data services based on high-speed data transmission," he added.

About SMARTS

Serving over four million subscribers, publicly-traded SMARTS was founded in 1991, and maintains nine branches that provide services in the Samara, Saratov, Ulianovsk, and Ivanovo regions, as well as in Bashkortostan, Kalmykia, Mari El, Tatarstan, and Mordovia. The SMARTS Group, including its affiliates, operates in 16 regions of Russia located in the Povoljsky, Southern, and Central federal districts. For more information, please visit www.smarts.ru.

About Celtro

Experts in the mobile backhaul, Celtro provides innovative switching solutions that empower mobile operators worldwide to improve service delivery, increase network efficiency, and facilitate flexible backhaul network evolution.

Celtro's patented technologies combine multi-service TDM, ATM, Ethernet and IP/MPLS backhaul traffic switching to enable risk-free, all-in-one-box migration from ATM networks, through HSDPA offload, to an all-IP backhaul network.

Leveraging creative solutions that keep our customers one step ahead in the mobile broadband revolution, Celtro's field-proven switching solutions are commercially deployed by top tier operators worldwide, currently serving over 350 million subscribers. For more information, please visit www.celtro.com.