

Press Release

Teamwork in Arnhem Land wins for Telstra and Prysmian Cables & Systems in 2010 Global Telecoms Business Innovation Awards

Prysmian Cables & Systems Australia, market leader in high-technology cables and systems for energy and telecommunications, was announced as winner of the 'Rural Backbone Innovation Award' in The Global Telecoms Business Innovation Awards 'Fixed Infrastructure Innovation' category, held in London in June 2010. The win, shared with major client Telstra, acknowledges the teamwork involved in meeting a challenging deadline.

The annual Awards are presented to outstanding leaders from a select pool of the most exciting and innovative projects in the industry from around the world. Howard Jones, Prysmian Cables & Systems United Kingdom's Telecom Commercial Director, accepted the award on behalf of Prysmian Australia.

Operating in Australia since 1975, Prysmian Cables & Systems supplies an extensive range of products designed to suit specific applications across such industries as telecommunications, electrical, manufacturing, mining and petrochemical.

Telstra is one of Prysmian Australia's most significant telecommunications clients. Prysmian produces a broad range of fibre-optic and copper telecommunications cables and systems suitable for all types of voice, video and data transmission.

In 2008, Prysmian became involved in the '**Arnhem Land Fibre Project**' in association with Telstra and supplied approximately 800km of high strength (Direct Bury) optic fibre cable, which was installed across Arnhem Land by Telstra's own installation division, Network Design & Construction.

The 'Arnhem Land Fibre Project' caught the attention of the telecommunications industry worldwide.

Arnhem Land in central Australia is made up of some very beautiful, yet inhospitable terrain. It is remote from any towns to supply infrastructure and has distinct wet and dry seasons, thus allowing a short 6-7 month opportunity for installation. With an installation projected to take up the entire dry season, efficiency of operations was key, as any delay would mean a 4 - 5 month standstill due to the oncoming wet season.

Arnhem Land is almost exclusively inhabited by the indigenous Aboriginal community. It is sacred land to the Aboriginal people and operated as a National Park. The concept of installing fibre optic cables through Arnhem Land raised sensitive issues relating to both the environment and indigenous sensitivities.

The long-standing working relationship between Prysmian and Telstra from the ground up, coupled with a commitment to complete the immense project within the given timeframe resulted in a successful and rewarding achievement, with **benefits in telecommunications gained Australia-wide.**

About Prysmian:

Prysmian Cables & Systems Australia, a division of the global Prysmian Group is a leader in high-technology cables and systems for energy and telecommunications. Prysmian provides innovative solutions for power and data transmission, and manufactures and supplies a comprehensive range of energy, data and telecommunications cables to customers all over Australia.

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Pictured at the GTB Innovation Awards are (L-R) Howard Jones, Telecom Commercial Director, Prysmian Cables & Systems United Kingdom; Terry Hart, Chief Executive Officer, Telstra International EMEA.