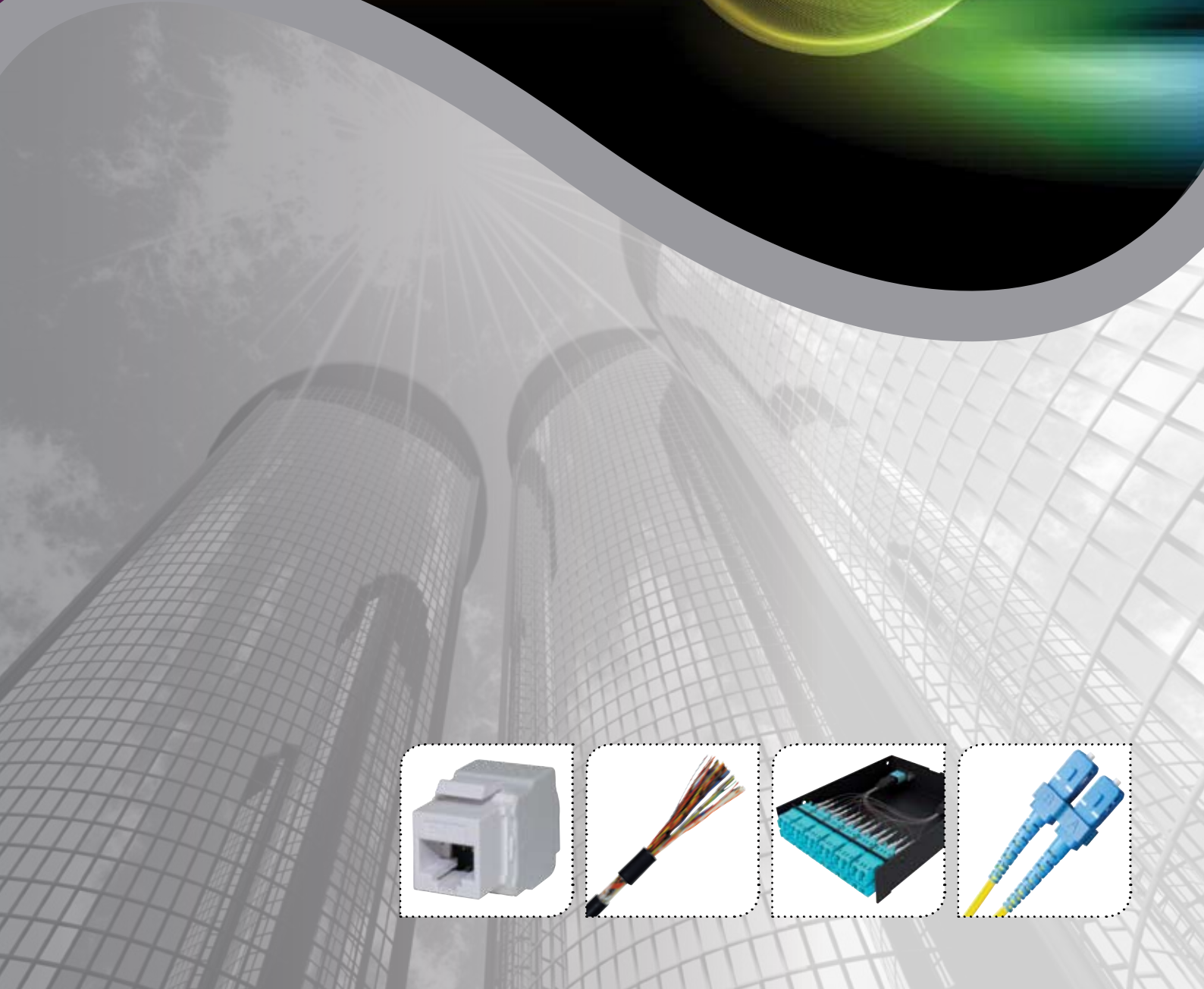


# OPTRONICS

## Corporate Overview





### About Us

Optronics is a brand of fibre optic and copper networking products, for use in local and wide area networking and telecommunications applications.

In 1994, FibreFab acquired Optronics, a company with over 20 years previous experience in the fibre optic manufacturing industry. The Optronics range includes patchcords, pigtails (multimode and singlemode), patch panels, wall and splice boxes (unloaded and customised), and a full range of accessories.

Based in Milton Keynes, UK, we have the facilities to support a vast array of customers; from small distributors and supporting specialist installers.

Optronics products are available directly from FibreFab or from distributors all over the world.

### Our History

- > Fibrefab was founded in 1992
- > In 1994 it acquired Optronics who have 20 years experience in fibre optics
- > Based in Milton Keynes, centralised to the country for transport
- > Moved to a purpose built building in 2002

### Our Capabilities

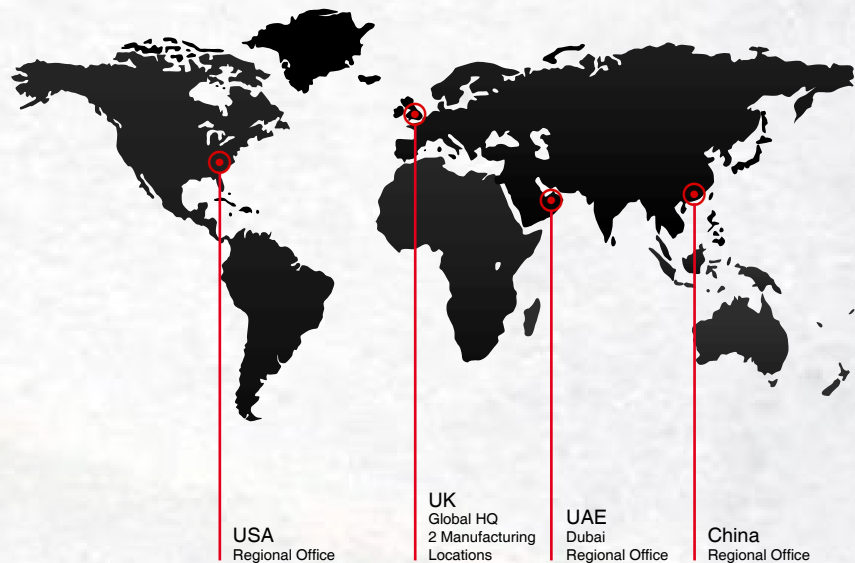
- > Multilingual sales personnel
- > Largest termination capacity in Europe
- > Manufacturing across two continents
- > Several partnerships globally
- > Proactively aiding our clients to secure new and existing customers through designing and manufacturing bespoke panels in necessary quantity.



Optronics Global HQ, Milton Keynes, UK

### A Global Company

- > 120 Sales Executives employed
- > 18 Languages spoken
- > 24 hour design and engineering support capability
- > Global logistics service
- > Regions Covered
  - North South America
  - Europe
  - Africa
  - Middle East
  - Australasia
- > FibreFab is a wholly owned subsidiary of Optronics Limited. The companies are registered in England and have regional offices in each major continent in the world.



### A Sleeping Giant Awakes

For more than 15 years FibreFab has been the vendor of choice for many recognised leaders in the optical connectivity field across all five continents - a truly global player!

At FibreFab, we probably have the best engineering, design and manufacturing resource for optical connectivity solutions and enclosures in the world today. Our reputation for quality and reliability through new product development is underpinned with the knowledge that FibreFab manufactured solutions are deployed at the heart of the world's telecommunications systems delivering Quality of Service levels which underpin the internet and ensure applications such as cloud computing are realised.

Whilst many within the industry recognise the strengths of FibreFab, few end users or consultants within the structured cabling market even know the company exists.

*"I feel we are under-selling ourselves in terms of brand value."*  
- John Grillo, Chairman

Having originally established the business to design and manufacture a range of passive optical connectivity for the data communications and telecommunications markets, our desire to service and support our customers has taken us far beyond this original 'simple' mission.

Today, the FibreFab engineering team are "recognised industry experts" and frequently represent the interests of the UK in defining the latest national and international communications equipment standards.

From our headquarters in Milton Keynes, we not only offer our customers a 24 hour engineering and design capability through our extended teams in Asia but a leading logistics service to support our customers throughout the world using our regional centres.

John Grillo continues:

*"Whilst we continue to win as a result of our abilities to work with and through our customers - this is not enough for FibreFab! We are increasingly developing solutions for environments such as the Data Centre which need to be sold, not just supplied!"*

To realise its full potential, FibreFab has introduced the Optronics Cabling System which delivers a systemically designed high speed copper and optical network solution aimed at the most challenging environments.

The Optronics Cabling System has been developed to compete with the "best in class" solutions through engineers and marketers harnessing a wealth of acquired applications knowledge in the particular market space.

Clearly FibreFab has no intention of turning its back on its current customer base but also believes it can offer our current and future customers an even greater service and experience if we were to adopt a parallel approach to the market that will ultimately release the full brand potential of the business.



### FibreFab - The leadership team

The senior team responsible for FibreFab and the development and deployment of the Optronics Cabling System:



#### John Grillo - Chairman

John has been involved at the outset of glass fibre connectivity technology with AMP (now TE) and BICC. He is the founder and CEO of Optronics Ltd, the parent company of FibreFab.



#### Alan Richardson – Director

Alan has over 30 Years of experience in Connectivity solutions covering a wide spectrums of technologies, Industries and functions. He is responsible for FibreFab operations and sales activities in China and Asia Pacific. Joining FibreFab in 2008 after holding senior positions within Tyco, Corning as a consultant to leading companies in Connectivity.



#### Koullis Azas – Senior Vice President of MEA

Koullis has more than 15 years of successful strategic business planning, financial & corporate leadership and sales management in Europe, Middle East & Africa.

Koullis is a graduate from Melbourne RMIT as an Instrument Engineer and prior to joining Fibrefab, he was the Managing Director of Telecoms for Elsewedy Cables. He joined Fibrefab in 2008 and is responsible for the operations in the Middle East and Africa regions.



#### Dr. Alan Keizer - Director of Technology

Alan is Director of Technology with responsibility for Engineering, Quality Systems and Product Management. He joined FibreFab full time in 2007 having served as a consultant to the business previously. With a Ph.D. in Physics from Cornell University, he worked in the semiconductor industry for a decade before joining AMP where he rose to Vice President, Communications Service Providers.



#### Andrew Bishop - Financial Director

Andrew has been FibreFab's Financial Director since 2000, having joined the company following a career in corporate finance in London. A graduate in Banking and Finance, he worked in Equity Capital Markets for ten years and as Vice President for a US investment bank, structured capital transactions for companies in many sectors across Europe

### The Optronics Cabling System - taking you beyond the Cloud

The Optronics Cabling System - taking you beyond the Cloud

Quality of Service and reliability are crucial in today's world of centralised high speed networks associated with Storage Area Networks, Data Centres and Cloud Computing.

Standards compliance is deemed by many as the basis to participate in these markets, however the ability to optimise a network based upon a full knowledge and understanding of the real challenges is what sets the leaders apart.

In developing the Optronics Cabling System, FibreFab pooled its knowledge base to not only deliver products but to package core components in a manner that presented the user with solutions to his problems.

"We are proud of the solutions available within the Optronics Cabling System today but our challenge is to understand the emerging needs of our customers, develop continuously and

remain at the leading edge of the industry." - Dr. Alan Keizer, Director of Technology

At the centre of any high speed communications network lies a low loss optical network specifically designed to support multiple terminations and the high density patching environments associated with 10, 40 and 100GB/s applications.

Complementing the optical range is a range of copper RJ-45 based cabling solutions capable of delivering the latest, CLASS EA/Category 6A connector technology with the high density patching.

Our connectivity solutions are supported with a unique range of standard and bespoke cabinets and patching frames which enable the data centre manager to optimise the use of valuable floor space whilst providing optimum fibre connector accessibility and single point connector management- even in the densest installations.



## Optronics - A brand with attitude

The Optronics branded solution recognises the need to manage the whole product range and systemically design solutions which assure performance and support the defined applications throughout their life.

### What our customers told us

Our customer research repeatedly confirmed the demand for a wide range of solutions available from a single vendor which provided for the sophisticated high speed data networks required in data centres and storage area networks (SAN) to the basic optical fibre link in the backbone of a local area network (LAN) essential for a small business.

To meet this demand, the Optronics Structured Cabling System provides a solutions based on a range of core products and competencies that provide the tried and tested building blocks of a reliable, high performing, cost effective and future proof system.

**The Optronics Cabling System - Probably the best fibre solution available today!**



### The proven solution for Fibre applications



Provides a comprehensive range of optical products based upon the proven building blocks developed over 20 years.

Best in class MTP terminated trunk cables are routinely specified to have a robust and flexible cable for installation into trays or conduit and incorporate a flexible and compact tail for location into restricted spaces within racks and cabinets.

A range of panels presenting compact and flexible access to the channels to give the end user ease of connection. A modular approach providing cassettes pre-installed with optical fibre ready to install and connect.

A team with the skill, capability and willingness to customise products in order to optimise the optical network design where required.

A range of optical connector solutions that includes ST, FC, SC, LC, MU, E2000 in UPC and APC. Other legacy connector styles are available. Optronics pigtailed and patch cords are available with a choice of four connector performance grades from:

Basic (standards compliant) standard - ideal for most applications and exceed structured cabling requirements,

Premium – developed for telecom applications through to high performance This is achieved by expert understanding of the process of terminating optical fibre with standards compliant connectors combined with in house design and specification.

### The proven solution for 10GBASE-T high end copper applications

The FibreFab business is traditionally associated with delivering best in class optical solutions! Whilst this remains true, we have realised few acknowledge our capability to compliment our fibre solutions with a leading edge, standards compliant, 3rd Party Verified range of copper solutions.

The Optronics copper cabling solution has been established to afford a complimentary solution to its renowned world class optical offering in both the enterprise and data centre markets.

The Optronics Copper Solution supports the cabling CLASSES defined within ISO/IEC 11801 and ANSI/TIA/EIA 568C as:

CLASS D (Category 5e)

CLASS E (Category 6)

CLASS EA (Category 6A)

CLASS F (Category 7)

CLASS FA (Category 7A\*)

\*Category 7A is a class of cabling not currently recognised by the TIA.

Our cabling solutions are designed to optimise the critical transmission parameters to ensure the minimum quality of service parameters are guaranteed as standard.

The Optronics Cabling System offers both screened and un-screened solutions backed by leading technical support and installation advice.

Our copper solution delivers the latest in tool free connector design to minimise installation time whilst simultaneously assuring an industry leading electrical performance . . . with headroom.

Our service proposal undertakes to provide the best value/ performance proposition including bespoke solutions into the most challenging environments - all backed by a credible warranty.



## WARRANTY

### Optronics - A leading Warranty proposition

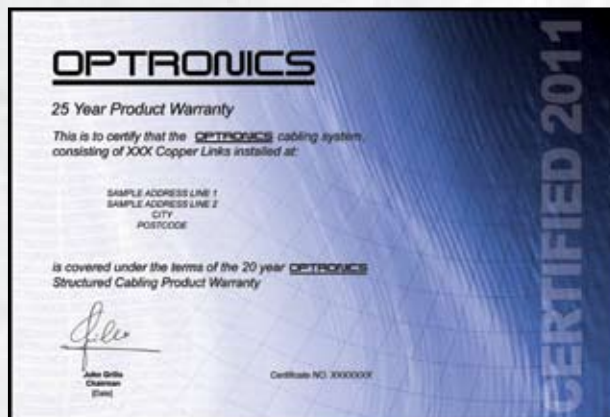
So proud are FibreFab of their technical achievements and engineering capabilities that they extend a comprehensive 25 year product and lifetime applications warranty for all Optronics qualified products. The warranty is established with the end customer and is designed to provide a sense of comfort - in that FibreFab are not just about selling a range of quality components but underpins our desire to provide a long term, reliable customer service plan which maintains a close association with the ultimate users and assures an immediate response in those moments of unforeseen catastrophe.

#### Optronics - A leading service proposition:

The Optronics service proposition is driven by the passionate beliefs of John Grillo and rest at the very heart of the company's success.

With warehousing and logistics capabilities developed on a truly global scale Optronics through FibreFab is well placed to support our partners in each key region of the world.

### Specifications, Compliance and Accreditation



Our business continually strives to excel in the theatre of customer service and is very proud of its willingness to go the 'extra mile to satisfy our customers'.

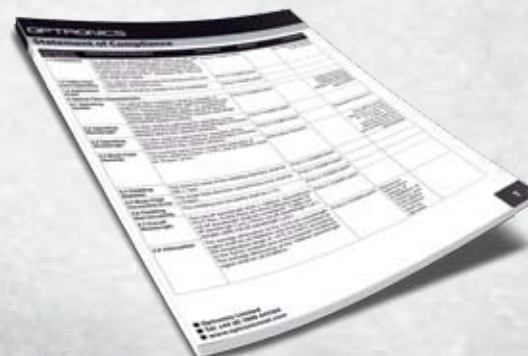
- > Optronics has an aggressive quality policy aiming to continuously improve products & processes
- > ISO 9001 certified (expected ISO 14000)
- > Over 95% on-time delivery and over 98% yield performance

### A Quality Company



### Statement of Compliance

We are happy to provide our "Statement of Compliance" document on request. This documents our cable's compliance with the full range of IEC specification for fibre optic cable.



Third Party Testing



American National Standards Institute



Underwriters Laboratories



International Electrotechnical Commission



Intertek Group



Engineering Technologies Association



Telcordia



Restrictions of Hazardous Substances



International Standard of Organization






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