



**FOR IMMEDIATE RELEASE**

**Reverb Networks SON Solution Proves Significant Performance  
Improvements in Latest Field Trial Results**

*Automated Antenna-based SON Demonstrates Reduced Dropped Call,  
Access Failure Rates and Improved Data Throughput*

**Ashburn, Virginia** (April 24, 2012) – Reverb Networks, a leading developer of intelligent SON solutions designed to provide mobile network operators with improved operational and spectral efficiencies, announced today results from recent field trials that demonstrated over a 15% reduction in access failure and dropped call rates and over 20% increase in data throughput in UMTS networks.

The Reverb IntelliSON™ provides the industry's first antenna-based SON solution that automatically optimizes the coverage and capacity of Radio Access Networks. The IntelliSON platform extracts critical KPI data from the operator's RAN performance and network management systems to make automatic antenna tilt changes using a continuous, closed-loop, fully automated process. The solution allows wireless network operators to reach optimal network performance, reduce annual network performance and optimization costs, and defer CapEx required for network expansion. The product is interoperable with multi-vendor network infrastructures and can be used in coordination with other SON processes, such as parameter-based SONs that do not leverage the power of antenna tilt for optimization.

“We are very pleased with these results as they provide further validation of the effectiveness of our pioneering SON platform for coverage and capacity optimization,” said Magnus Friberg, CEO. “We believe that our SON technology will be invaluable to operators striving to maximize their investment in their mobile network infrastructure.”

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## **About Reverb Networks**

Reverb Networks is a pioneering provider of automated, continuous and antenna-based Self-Optimizing Networks (SON) solutions. Reverb's IntelliSON™ enhances the networks of Mobile Network Operators through frequent and proactive self-optimization that improves network coverage and capacity and increases spectral efficiencies. In partnership with Reverb Networks, operators can maximize the performance of their wireless network automatically and efficiently, resulting in lower OpEx and CapEx. Reverb's SON applications include Load Balancing, Interference Reduction and Self-Healing for both UMTS and LTE network technologies.

Headquartered in the United States, Reverb Networks has presence in the Americas, Europe, Middle East, and Asia, and offers support across the globe.

For more information visit [www.reverbnetworks.com](http://www.reverbnetworks.com)

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