



## **FOR IMMEDIATE RELEASE**

### **Reverb Completes Tier I Mobile Network Operator Trial**

*Automated Antenna-based SON Proves Significant Network Improvement*

**Sterling, Virginia** (December 18, 2012) – Reverb Networks, a developer of intelligent SON solutions designed to provide mobile network operators improved operational and spectral efficiencies, announced today strong performance results of up to a 22% reduction in the Call Drop Rate (CDR) and up to 15% throughput improvement in a recent 3G (UMTS) network trial with a global Tier I mobile network operator.

The Reverb IntelliSON™ provides the industry's first antenna-based SON solution that automatically optimizes the coverage and capacity of a 3G or 4G wireless network. The IntelliSON platform integrates with an operator's existing radio access network (RAN) to extract critical key performance indicator (KPI) data used by IntelliSON's algorithm engine to make automatic antenna tilt changes. The continuous, closed-loop, fully automated nature of the solution allows mobile 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 infrastructure solution.

"We are very pleased with these results as they prove that our pioneering SON solution is indeed a very effective coverage and capacity optimization platform," 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 leading developer of automated, continuous and Intelligent SON solutions. The Reverb solutions are software based, sophisticated, fully network integrated and easy-to-implement. The solutions reduce OpEx and CapEx for wireless network operators through frequent and proactive self-optimization, and improve operational and spectral efficiencies. In partnership with Reverb Networks, wireless operators and managed service providers can quickly and easily deploy new sites, maximize the performance of their wireless network affordably and efficiently, and gain optimal network performance. Operators can apply Reverb's SON solutions such as load balancing, interference reduction and self-healing to existing UMTS networks and upcoming LTE networks.

Headquartered in the United States, Reverb Networks has presence in North America, South America, Europe and the Middle East offering support across the globe. Through a strong IP portfolio in the area of SON and Antenna Network Management, Reverb Networks offers solutions that have a customer focused approach to deliver optimal and valued results.

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

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