



FOR IMMEDIATE RELEASE

Reverb Introduces RF Parameter Self-Optimizing Network (SON) Suite

Reverb IntelliSON® Expanded Beyond Antenna Tilt to Include Comprehensive RF Parameter SON Suite

Sterling, Virginia (January 31, 2013) – Reverb Networks, a developer of intelligent SON solutions designed to provide mobile network operators improved operational and spectral efficiencies, announced today the introduction of the IntelliSON RF Parameter SON Suite, providing automatic neighbor list optimization (ANR), mobility load balancing (MLB) and mobility robustness optimization (MRO).

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 and RF parameter configuration 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.

“Our IntelliSON platform extends Reverb's first to market antenna based SON to encompass RF Parameter SON which allows us to provide a more comprehensive self-optimization solution to the mobile network operators,” 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

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