



HOT TELECOMMUNICATION SYSTEMS TO DEPLOY PROXILLIANT'S CABLE ACCESS MANAGEMENT SYSTEM

Follows a Successful Trial of CAMS

YAKUM, Israel (March 16, 2009) — HOT Telecommunication Systems Ltd., the leading cable operator in Israel, has selected Proxilliant's Cable Access Management System (CAMS) for deployment. The decision by HOT, with 1.4 million customers, follows a successful trial of Proxilliant's CAMS solution in 2008.

CAMS is an integrated hardware and software solution for proactive, cable-based service health management. It provides comprehensive and continuous information about network and service health while actively improving service quality — necessary as cable operators look to profitably deliver their advanced services broadly and deeply throughout their networks. Through CAMS, intelligence deployed deep into the access network works in concert with sophisticated software in the regional head-end or central data center. This intelligent management of the HFC network is uniquely combined with the industry's only managed ingress suppression technology, Proxilliant's patented **Dynamic Ingress Blocking™** technology. CAMS enables operators to dramatically reduce their field and network troubleshooting time and costs by pinpointing issues quickly, while also eliminating the propagation of quality-eroding ingress.

“With Proxilliant's solution, we can provide cable services to our subscribers with unmatched reliability and service quality,” said Mr. Meidad Katz, VP-Engineering and CTO at HOT. “CAMS will help our network achieve exceptional levels of robustness and consequently allow us to utilize the bandwidth, our most important asset, in a much more effective fashion.”

“HOT, like other leading operators around the world, is taking a proactive approach to service health management to ensure sustainable profitability,” said Sonia Khademi, CEO of Proxilliant. “Deep in the network, CAMS delivers improved reliability for all cable services and dramatic cost savings associated with rapid issue isolation and resolution.”

(more) Page 1 of 2



About HOT

HOT Telecommunication Systems Ltd. is the only Triple Player in Israel, which provides broadband digital cable television services, VOD service, high-speed Internet over cable services, data transmission services, IP telephony over cable and network services to businesses. The company has a total of around 2 million subscribers and is headquartered in Yakum, Israel.

About Proxilliant

Proxilliant Systems enables cable companies worldwide to deliver advanced, two-way services with reliability, operational efficiency, and profitability previously unattainable. With intelligence deployed deep in the access network at the neighborhood level, Proxilliant's proven Cable Access Management System proactively reduces upstream noise, enabling a dramatic increase in upstream bandwidth capacity while slashing field and network troubleshooting time and cost. For the first time, cable operators can precisely isolate fault and performance issues and obtain a comprehensive view of health across RF, IP and QoE. Founded in 2005, Proxilliant is headquartered in Maynard, MA, USA, and venture funded by Northzone Ventures and Creandum.

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