

## News Release

**From:** Belden  
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### ***Belden underlines leadership in structured cabling***

*The market for structured cabling is rapidly evolving to meet multiple needs. Current IBDN market trends include the need for greater speed in key applications such as 10Gig switch to server and Interswitch links. In addition, there are moves toward Category 6A cabling, toward multiple applications (CCTV, Building Management systems, etc). Technological advances include the convergence of applications into one network.*

As a leading provider of connectivity solutions, Belden has taken strong actions to adapt to these changes. The company also recognizes that as well as changing performance needs; structured cabling is now also being applied throughout different market segments outside of the enterprise world. New markets include manufacturing floors, wind farms and hospitality centers. And as customers are becoming more global, there is a clear need for a common set of applications – and a single infrastructure.

It is for this reason that Belden has developed a strategic plan in which the company highlights a number of key drivers. First among these is the company's clear mission to provide solutions for network connectivity over copper, fiber and wireless. The company will do this by delivering technological leadership through amongst others 10GX enabling technologies and 10G performances.

Belden's extensive portfolio sets out to meet the needs of Security, Building Management Systems and Audio-Video markets – not just with single applications and/or products, but with a continuum of products to meet rapidly evolving needs.

### **Supporting customer everywhere**

As a global company, Belden is able to support its customers in various industries around the world. From IP television, video conferencing and interactive video on demand, to High Definition video and the growing need for bandwidth, Belden is strongly positioned to help customers take advantage of these opportunities. Belden 10GX has all the required headroom and the company offers the latest connector technologies. Paul Turner, Managing Director for Belden Wire & Cable Systems says: “And this is not the end of the road. We will be able to go further than we are today, by extending the capabilities of copper and fiber for the next generation of Ethernet (40 and 100G).

“We are building a company which is able to lead all these changes, by better development, deployment and manufacturing all over the globe. We are convinced that by doing this, we will be able to propose better solutions to more customers from regional and global accounts, from financial centers to the factory floor, ultimately generating higher growth, margins, and also better solutions for our customers.”

### **Defining industry standards**

Belden has long been involved in defining industry standards and developing partnerships designed to improve the efficiency of our networking solutions. From its beginning, more than a century ago, Belden's commitment to quality has been second to none. This industry leadership assures end-users that their investment in a Belden cabling solution is backed up by proven technology and guaranteed performance.

Paul Turner: “Our Belden IBDN family of structured cabling systems provides a choice of several levels of system performance to best meet the needs of today’s diverse cabling networks. Each is composed of fully integrated, beyond industry-standards products. The quality of our components, our superior design and expert installation is what sets Belden products for IBDN applications apart from other structured cabling solutions.”

### **The Spanish market**

Speaking at the 2nd World Wire & Cable congress held in Barcelona, Mr. Turner underlined the Belden’s commitment to the Spanish IBDN market: “This is a key market for our business – and it is supported by the way we manufacture an entire range of connectivity products in our own production facilities - enabling us to deliver quality and performance standards second to none.

“As we set out to keep on developing new products for IBDN systems, supported by local sales teams, we are proud to underline our market position - and that of our DNA distribution partners.”

Mr Turner added: “We will continue to support the market to the best of our ability to strengthen our position in the Iberian Peninsula.”

### **About Belden**

Belden designs, manufactures and markets signal transmission solutions including cable, connectivity and active components for mission-critical applications ranging from industrial automation to data centers, broadcast studios, and aerospace. We focus on segments of the worldwide cable and connectivity market that require highly differentiated, high-performance products. With 2007 revenue of \$2.0 billion, Belden has more than 8,000 associates world wide and has manufacturing capability in North America, Europe and Asia.

Belden EMEA has offices in over 15 countries throughout Europe, the Middle East, and Africa. Products are manufactured at sites in Germany, The Netherlands, the United Kingdom, Denmark, Italy and Hungary.

For more information about Belden, please visit [www.beldenemea.com](http://www.beldenemea.com)

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Paul Turner, Managing Director for Belden Wire & Cable Systems.

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