



# building global connections

ADC CORPORATE CAPABILITIES

# Building Global Connections

## We live in a highly connected world.

Fueled by applications such as IPTV, video-on-demand (VoD), and the widespread use of smart phones and mobile video applications, the flood of data surging across the world's networks is challenging service providers' traditional networks and driving profound changes in enterprises and broadband networks. As more people rely on broadband services to manage their businesses and lives, service providers are upgrading their networks continuously to deliver essential high-bandwidth experiences.

ADC (NASDAQ:ADCT) is a global leader in providing network infrastructure products and services that enable the profitable delivery of high-speed Internet, video, data, and voice services to residential, business and mobile subscribers worldwide.



Our innovative, high-performance fiber connectivity and wireless coverage and capacity solutions support a broad range of network applications that help our customers provide new and advanced services to meet their own customers' unrelenting demand for bandwidth.



The need for ubiquitous access, scalable bandwidth and robust, reliable connectivity is no different for a telecommunications carrier, mobile operator, cable company or enterprise. All depend on ADC's network infrastructure expertise to help them design and deploy wired and wireless networks that can deliver reliable broadband services over any device, anytime, anywhere.

Wherever next-generation networks are designed and deployed, it is essential that they meet rapidly-changing customer requirements of today while ensuring they provide a platform to best meet the challenges and opportunities of tomorrow. ADC's solutions assure the smooth integration of new technologies and equipment, as well as the long-term reliability and flexibility that are critically important in any network. This solutions portfolio is enhanced by a broad range of value-add services provided by ADC's Professional Services\* as well as industry-leading pre- and post-sales support.

In addition to providing some of the most innovative and advanced network infrastructure solutions and services in our industry, ADC believes

that being a responsible corporate citizen is paramount to our success around the world. It is how we conduct business and it is at the heart of our value proposition to our customers, partners, suppliers, shareowners and the communities where we do business.

Our approach to corporate responsibility is founded on The ADC Way, the company's core set of values: customer, quality, innovation, teamwork and integrity. Our employees worldwide are committed to these values, distinguishing ADC from other companies by making it clear that how we conduct business is integrated into our overall strategy.

Founded in 1935, ADC provides the solutions that support our customers' migration to next-generation networks in more than 130 countries across the globe. These customers include telecommunications carriers, cable television operators, Internet/data communications providers, wireless service providers, private network operators, and broadcast television operators.

\* ADC Professional Services provides planning and implementation support within a wide range of network environments in North America.

# Connectivity Solutions for Next-Generation Networks

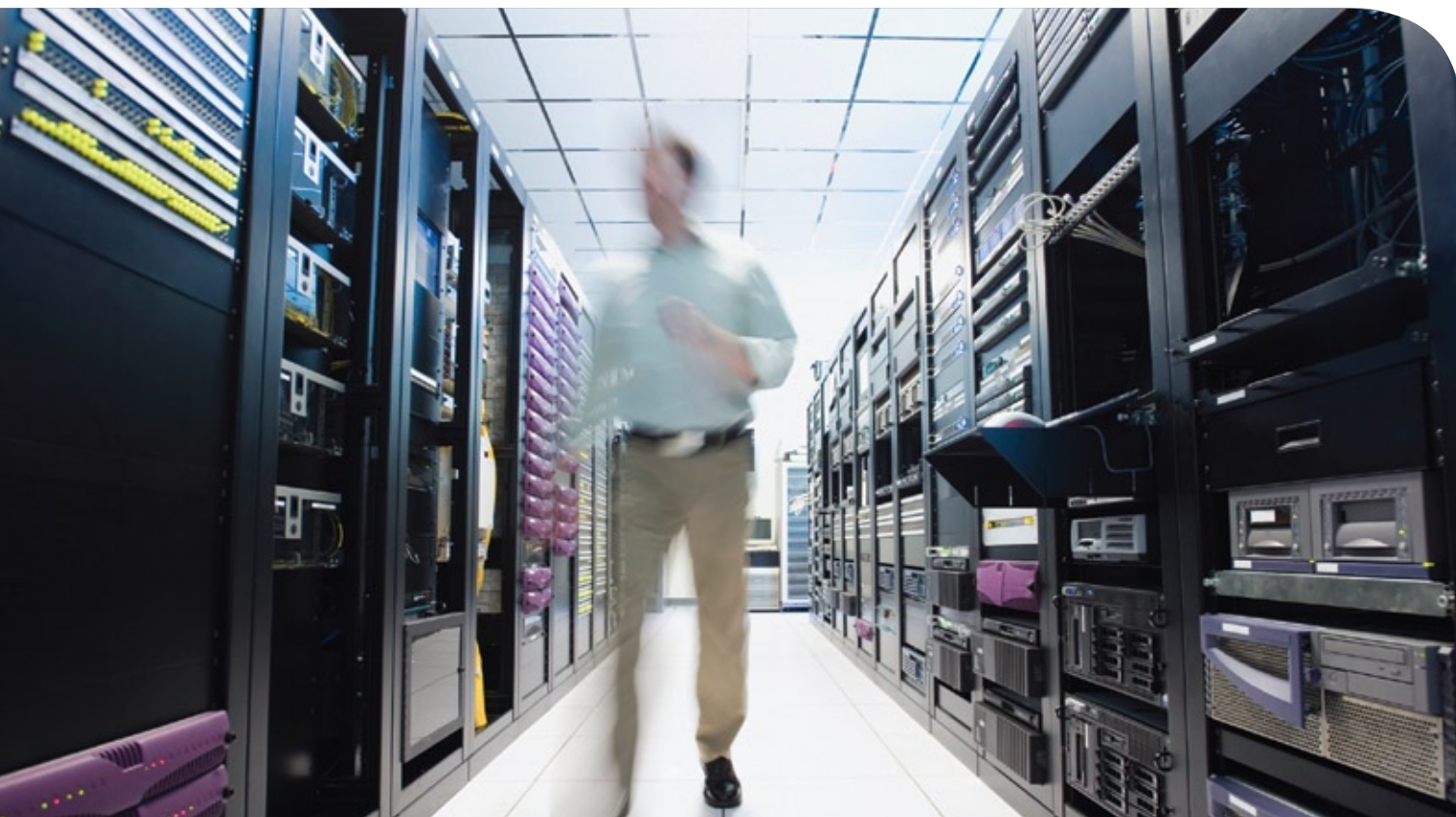
As broadband becomes increasingly essential in our daily personal and business activities, service providers are rethinking current network infrastructures and looking for new solutions to meet the escalating bandwidth demand. Fiber-based solutions are being installed as next-generation networks are built to accommodate more data at lightning-fast speed.

ADC is a leader in the design and deployment of next-generation networks, including innovative fiber solutions for Fiber-to-the-X (FTTX) networks. Whether in the central office, data center, outside plant or wireless environments, these solutions, combined with ADC's planning and implementation services, help accelerate the deployment of high-bandwidth services global carriers and cable operators require to deliver the performance their subscribers demand. ADC's portfolio also offers backhaul infrastructure solutions that ensure the capacity needed to enable multiple service offerings and applications. Our flexible network infrastructure equipment and experienced services professionals can help

plan and deploy the level of network expandability, transparency, and efficiency needed for future growth.

ADC's multiple dwelling unit (MDU) fiber system is designed specifically to assist carriers in deploying optical fiber distribution networks in less time and with less total cost on a consistent, high-quality basis. Also ideal for MDU environments are our connectorized cable solutions that optimize fiber performance and ensure rapid service turn-up. Moreover, service providers can leverage ADC's experience and breadth of services to increase their profitability, competitiveness and agility in rapidly changing market conditions.





To help businesses and organizations deliver the essential services people rely on to manage their day-to-day operations, ADC offers end-to-end enterprise solutions that support today's advanced applications.

These solutions ensure reliable information access, secure data management and simplified consolidation of assets, and network management to ease real estate and support demands. Our end-to-end structured cabling system is an integrated portfolio of high-performance copper and fiber cable, connectivity and cable management solutions for applications from the data center to the desktop. ADC's portfolio of enterprise solutions is further supported by our industry-leading, comprehensive warranty that guarantees error-free performance.

To keep pace with growing data transmission and application needs, data centers are more vital than

ever, as they must support ever-increasing bandwidths while ensuring superior reliability. ADC's extensive data center experience is built into every one of its components. Not only do these solutions keep mission critical data centers running at peak performance, they also support energy efficient technologies that reduce cooling, decrease power requirements and lower operational costs.

Fiber also plays a key role as well as the broadcast and entertainment industry transitions to digital distribution and HD content. For more than 50 years, ADC has led the industry in audio, video and data patching products, a tradition that continues today in the company's state-of-the-art manufacturing facilities. By designing, engineering and manufacturing virtually all of its own components, ADC has established itself as a premier solution provider for broadcasters worldwide.



## ENTERPRISE

## CARRIER

## SOLUTIONS

## Fiber

## Enterprise Solutions With Global Reach

ADC's global enterprise solutions are designed and manufactured to meet increasing bandwidth requirements, managed network needs, and the increasing energy efficiency initiatives of global organizations. **The extensive portfolio includes fiber cabling and hardware, shielded and unshielded copper cabling and connectivity in addition to patching, work area and cable management solutions.** This portfolio is enhanced by a broad range of value-add services and industry-leading pre- and post-sales support. These solutions are all supported by the industry's most comprehensive end-to-end warranty that guarantees error-free performance. Many of the world's largest, multi-national organizations use these solutions to deploy cost-effective data centers and scalable network infrastructures that maximize their return on investment.

## Solutions for Next-Generation Networks

As service providers migrate to next-generation networks, **ADC's connectivity product and value-add services portfolio provides end-to-end network infrastructure solutions for central office (CO), outside plant (OSP) and customer premises deployments.** These solutions help accelerate the deployment of fiber-to-the-X (FTTX) networks that deliver high-bandwidth services global carriers require to retain and grow their subscriber base and generate new revenue. As LTE and 4G networks are launched, cell sites also will require fiber upgrades to support the exploding bandwidth demand. In addition, ADC offers copper connectivity solutions for the CO and OSP that enable long-term reliability and flexibility across the network.

## Wireless

## Wired and Wireless Solutions for the Enterprise and Campus

In organizations around the world, the need for instant access to information is growing every year. Today's advanced business requirements means rethinking the entire enterprise infrastructure to support new technologies and applications. Through years of experience, ADC offers the industry's most innovative and comprehensive end-to-end wired and wireless solutions. **These products provide a complete portfolio of cable, connectivity, and cable management solutions from the data center to the desktop, and wireless solutions for indoor and outdoor areas – and those in-between.** ADC provides solutions and services that enable customers to meet today's dynamic market conditions and their own customers' expectations for advanced services.

## Global Wireless Coverage and Capacity Solutions

ADC's in-building and outdoor wireless systems enable mobile coverage and capacity in places where service providers and enterprises have difficulty delivering wireless voice and data services to their customers. These locations include urban and rural canyons, subways and stadiums, tall buildings and college campuses, in residences and neighborhoods. **ADC's wireless portfolio, which includes in-building RF distribution and management systems, microcellular and cell site products, offers solutions for a broad range of industries and organizations worldwide including education, healthcare, enterprises, and hospitality, among others.** A wireless market leader, ADC has shipped more than 20,000 distributed antenna systems (DAS) to more than 130 countries.



## CABLE TV / MSOS

## BROADCAST

## Connect, Protect and Manage Networks

Cable companies today are evolving to deliver a variety of advanced services to meet consumers' demands for high-definition TV (HDTV), video-on-demand (VoD), mobile applications, and ever-faster Internet access. ADC is uniquely qualified to help cable operators successfully launch these enhanced services, as well as expand their fiber infrastructure to leverage the fast-growing business services segment. **From the headend, to the hub, to the outside plant, ADC's end-to-end network connectivity product portfolio helps MSOs (Multi System Operators) connect, protect and manage their networks quickly, economically, and with exceptional reliability.** ADC's experienced professional services staff acts as a single point of contact for a variety of multi-vendor, multi-technology and multi-service deployment solutions.

## The Entertainment Industry Goes Digital

For years, television broadcasters have relied on copper coaxial cable to route video and audio control signals and RF throughout their facilities. However, in recent years as the demand for high definition (HD) signals increased, the need for ever more bandwidth sharply accelerated. Consequently, broadcasters are shifting away from copper and embracing fiber optic cable feeds for next-generation television signal routing. **ADC offers a broad range of connectivity solutions to enhance the performance and reliability of broadcast networks. These industry-leading audio, video and data patching products are designed for outstanding performance in real-world situations and applications.**

## Capitalize on Backhaul Opportunity

Exploding consumer demand for wireless rich media continues to drive bandwidth consumption, taxing service providers' backhaul infrastructure to its limits. Cable companies looking to capitalize on this opportunity by leasing backhaul capacity need to prepare for future growth. **ADC's flexible network infrastructure equipment and experienced professional services staff can help plan and deploy the level of network expandability, transparency, and efficiency needed for long-term success.** Because connectivity is the foundation for every type of network, whatever the technology – fiber, copper, wireless – and enables every type of service offering and application, connectivity infrastructure is an essential building block in providing communications products and services.

# Wireless Coverage and Capacity Solutions that Boost Mobile Networks

With the proliferation of wireless devices that are enabling a seemingly endless array of business, entertainment and lifestyle services, mobile operators' subscribers expect to have coverage anytime, anywhere. This demand requires that wireless networks increase network capacity. ADC's wireless solutions are critical network access enablers that support bandwidth-intensive applications and allow service providers to add and manage increased capacity effectively.

From extending fiber reach, to increasing indoor and outdoor coverage and capacity, to providing high-speed wireless backhaul, ADC offers market-leading solutions globally that extend and augment access and backhaul capabilities in areas where 3G and 4G service demands are the greatest: high capacity and hard-to-reach areas. Our comprehensive portfolio of solutions for wireless service providers and enterprises includes in-building, mi-

crocellular, and cell site products that are supported by ADC's planning and implementation services.

ADC's in-building distributed antenna systems (DAS) deliver reliable services indoors, where people depend on them most. DAS operate as a seamless extension of the wireless network, expanding the reach of signals throughout any size public or private facility. These facilities include high-traffic environments such as convention centers, sporting venues and airports, as well as public venues such as hotels, retail shops, subway stations and enterprises. ADC provides a broad range of enterprise applications for: educational and corporate campuses; manufacturing facilities and warehouses; healthcare facilities and hospitals; multi-dwelling units and office buildings; transportation venues and consolidated data centers.



ADC's microcellular network solutions offer service providers next-generation mobile service delivery platforms that enable them to meet their subscribers' increasing demands while supporting legacy services efficiently and effectively. The ADC solution provides flexible microcellular coverage and capacity in outdoor environments traditional cell sites cannot effectively reach. There is also a small form factor solution to extend coverage and capacity where needed,

as well as support for the increasing number of protocols and frequencies available today and in the future.

In addition, ADC offers cell site solutions that improve existing wireless network performance, allowing mobile subscribers to place clear calls and improve data usage. These solutions address bandwidth, flexibility and the long-term cost of infrastructure for wireless networks.

# Why ADC?

ADC's top priority is providing solutions that support our customers' success.

We design and manufacture innovative equipment for broadband networks with a strong commitment to delivering excellent quality, service and value to our customers. Our network infrastructure solutions leverage industry best practices and offer our customers the most comprehensive solutions portfolio available in the marketplace today. Moreover, in a challenging global macroeconomic environment, ADC enables customers to deploy cost-competitive, scalable networks that improve their return on investment while meeting the ever-increasing broadband expectations of businesses and consumers worldwide.

ADC's extensive history of product innovation includes more than 5,000 patents in a broad range of technologies that support wired and wireless applications for voice, video and data communications. This breadth of expertise is supported by our strong commitment to quality which encompasses all aspects of our global business and underscores ADC's focus on customer satisfaction.

As markets evolve, so do our product offerings and services to address our customers' needs. Working with our customers, ADC helps to develop infrastructure for high-performance networks transitioning from copper to fiber as data traffic demands surpass voice traffic demands. We also enable microcellular wireless networks that provide coverage and capacity for 4G services, blending wireless and connectivity technologies into unified solutions for our customers.

Founded more than 75 years ago, ADC continues to build on a strong heritage of providing solutions and services that support our customers' migration to next-generation networks around the world. Our breadth of solutions and experience, together with our commitment to corporate responsibility and strong financial position, make ADC a reliable partner in addressing today's network realities and preparing for tomorrow's communications demands.



## ADC – Your Strategic Global Partner

With sales into more than 130 countries, ADC is a global leader in the design and deployment of next-generation network infrastructures for the world's largest organizations. Founded in 1935, ADC is the network migration partner of choice with experience, knowledge and resources customers require for future-proofing their networks.





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