



PRESS RELEASE

ASSIA Announces Smartphone App for Quick and Easy DSL Diagnostics and Optimization

ASSIA Express Pro delivers the power of ASSIA DSL Express® to smart mobile devices, significantly reducing technician dispatch times and improving productivity and customer service.

REDWOOD CITY, Calif. – September 20th, 2011 – ASSIA® Inc., the leading provider of high-performance Dynamic Spectrum Management (DSM) software tools that are revolutionizing Digital Subscriber Line (DSL) networks, today announced its popular DSL optimization solution, ASSIA DSL Express, can be accessed by technicians via an iPhone application. ASSIA Express Pro combines today's smart mobile device capabilities with the power of ASSIA's award-winning DSL Express solution to offer all the line performance information, trouble-shooting tools, and diagnostic details technicians need to respond quickly and effectively to field problems.

Demonstrated initially on the iPhone 4, iPod touch, and iPad, ASSIA Express Pro shows detailed line performance, customer location, and neighborhood performance information. In addition, a before and after comparison screen allows technicians to identify accurately where to start their trouble investigation, and to see immediately whether the issue has been corrected and the DSL performance improved.

"The growing demand for high speed DSL broadband is challenging service providers to increase technicians' productivity, ensure compliance, and lower operating expenditure," said Olga Yashkova, program manager with the Communication Test and Measurement Group at analyst firm, Frost and Sullivan. "ASSIA Express Pro addresses these challenges by leveraging popular smart phone technology in an innovative and easy-to-use app and arming technicians with the power of ASSIA DSL Express at their fingertips."

"As DSL adoption around the world continues to grow faster than any other broadband service, ASSIA is the only DSM solutions company to deliver proven innovations that help operators improve their efficiency and reduce their costs," said Dr. John Cioffi, ASSIA chairman and CEO. "By placing ASSIA's DSL Express diagnostics in every technician's hand in an easy-to-use, popular smartphone and mobile device, ASSIA helps service providers achieve new efficiencies in responsive and efficient customer service."

ASSIA is demonstrating the initial version of ASSIA Express Pro at the upcoming Broadband World Forum tradeshow in Paris from September 27th to September 29th at booth #G8.

About ASSIA

ASSIA Inc. is the leading provider of high-performance software tools for Dynamic Spectrum Management of DSL networks. ASSIA's products enable DSL service providers to realize dramatic speed and reach improvements, lowering operating and capital expenses, generating incremental revenue, and opening new business opportunities in the broadband-enabled home. ASSIA has more than 45 million lines under contract worldwide with top-tier service providers and is backed by strategic investors, including AT&T, Mingly China Growth Fund, SFR Development, Sandalwood Partners, Sofinnova Partners, Stanford University, Swisscom Ventures, T-Ventures, and Telefonica. For more information, visit www.assia-inc.com.