

PRESS RELEASE



Telefonica Deploys ASSIA's GPON Expresse® Solution to optimize Fiber Broadband Performance

Redwood City, CA — OCT 16, 2017 — Adaptive Spectrum and Signal Alignment, Inc. (ASSIA®). ASSIA and Telefonica announce widespread deployment of ASSIA's GPON Expresse® software across countries in South America: Argentina, Brazil, Chile, Colombia and Peru. GPON Expresse manages gigabit optical broadband networks with diagnostics for improved network performance and service delivery to Telefonica's fiber-based subscribers.

GPON Expresse adds to the suite of ASSIA software products currently deployed at Telefonica in Latin America: DSL Expresse® for diagnostics and optimization of high speed DSL networks, and ClearView® for precise network analysis and recommendations for customer care agents and field technicians.

With the GPON Expresse deployment, Telefonica can now benefit from ClearView support across both copper and fiber networks. By also incorporating ClearView support for Wi-Fi, operators can have complete end-to-end management across their access and in-home networks.

Eduardo de Santos, Director of Customer Service Operations at Telefónica Global CTIO has recently informed that "Telefonica has deployed ASSIA Expresse and ClearView products to effectively manage our high speed copper networks while providing exceptional customer care support. With the addition of GPON Expresse, we now have a set of unified subscriber care tools that seamlessly support our network transformation to fiber, further enhancing our ability to deliver excellent subscriber care across our entire Telefonica network."

John Cioffi, ASSIA Inc. Chief Executive Officer, Redwood City, California has also explained that "ASSIA has been supporting Telefonica in Latin America since 2010 with its DSL Expresse solution. The recent incorporation of GPON Expresse is a step forward to have a comprehensive and real time view of the subscriber loop that will improve Telefonica capabilities at their Assistance Centers. Expresse solutions provide access-network Quality of Experience monitoring, which is critical for reducing proactive maintenance and service-operation center costs."

About Telefonica

Telefónica is one of the largest telecommunications companies in the world by market capitalization and number of customers with a comprehensive offering and quality of connectivity that is delivered over world class fixed, mobile and broadband networks. As a growing company it prides itself on providing a differential experience based both on its corporate values and a public position that defends customer interests.

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The company has a significant presence in 21 countries and 346 million accesses around the world. Telefónica has a strong presence in Spain, Europe and Latin America, where the company focuses an important part of its growth strategy.

Telefónica is a 100% listed company, with more than 1.5 million direct shareholders. Its share capital currently comprises 5,192,131,686 ordinary shares traded on the Spanish Stock Market and on those in London, New York, Lima, and Buenos Aires

About ASSIA®

ASSIA® is a trusted partner with the leading market share of management and optimization software solutions for global broadband and residential Wi-Fi networks. ASSIA's Expresse® broadband system enables Internet Service Providers to save significant money on subscriber care while increasing customer satisfaction and adoption of additional revenue-generating service tiers. ASSIA's ClearView® software provides both broadband access and Wi-Fi connection analysis and recommends appropriate steps for call-center agents and field technicians to effectively and efficiently resolve network issues. ASSIA's CloudCheck® Wi-Fi optimization software enables service providers and enterprises to deliver quality digital experiences over residential Wi-Fi networks. ASSIA has more than 100 million broadband households under contract worldwide. For more information, visit www.assia-inc.com.

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"ASSIA" is an acronym for "Adaptive Spectrum and Signal Alignment, Incorporated."

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