



RAD

Line of Business

Telecom access solutions

Established

1981

Leading Executives

Mr. Yehuda Zisapel
Chairman

Mr. Dror Bin
President and CEO

Mr. Yigal Abram
VP of Sales International

Mr. Volker Bendzuweit
VP of Sales Europe

Mr. Uri Zilberman
VP of Sales North America

Mr. Ulik Broida
VP of Marketing

Mr. Ronen Cohen
VP of Global Services

RAD is an award-winning global telecom access solutions and products vendor. Our customers are power utilities and transportation companies, governments, as well as top-tier service providers. RAD is at the forefront of pioneering solutions in the fields of hardware miniaturization, wireless mobility, mission-critical communications, Network Functions Virtualization, and more.

Our Service Assured Networking Solutions for power utilities facilitate multiservice connectivity and migration to carrier-grade Ethernet substation operational networks, guarantee distance and differential protection communications over Carrier Ethernet, MPLS and TDM, and ensure secure IEC 61850-3 substation networking, distribution automation and smart meter backhaul.

In the transportation market, Service Assured Networking solutions are used in mass transportation, highway and maritime communications, as well as air traffic control.

The public sector deploys Service Assured Networking for smart city, defense and police communications.

For service providers, our Service Assured Access solutions deliver IP and Carrier Ethernet business services, wholesale services, cloud connectivity, and mobile backhaul with performance monitoring and timing distribution for LTE/LTE-A.

RAD's broad in-house technology base embraces multifaceted disciplines, including:

- Application-aware networking
- ASIC and FPGA development
- Business DSL
- Carrier-grade Ethernet
- Fault management
- Hardware miniaturization
- Layer 2 switching and Layer 3 routing
- Network Functions Virtualization (NFV)
- Network management systems
- Network migration and pseudowire
- Operations, Administration and Maintenance (OAM)
- Performance monitoring
- Software Defined Networking (SDN)
- SFP form-factor solutions
- Synchronization and timing over packet
- Traffic management

With over 30 years of operations, a significant worldwide presence in over 150 countries and an installed base of 13 million units, we have the professional experience and demonstrated commitment to ensure the successful deployment of all access networks.

RAD is a member of the \$1.2 billion RAD Group of companies, a world leader in telecommunications solutions.



Your Network's Edge

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RAD's award-winning communications solutions