



Allot Launches Video Optimization Solution

Allot VideoClass improves quality and efficiency of OTT video delivery and creates new revenue streams for mobile operators

Hod Hasharon, Israel – November 13, 2012 - [Allot Communications Ltd.](#) (NASDAQ, TASE: [ALLT](#)), a leading supplier of service optimization and revenue generation solutions for fixed and mobile broadband service providers worldwide, today announced the launch of Allot VideoClass. Based on a best-of-breed product by recently acquired Ortiva, this application-aware video optimization solution enables mobile service providers to significantly improve the quality and efficiency of over-the-top (OTT) video delivery. By providing a consistently high quality OTT video experience to subscribers, the product creates new revenue opportunities through service packages designed specifically for video consumers while reducing costs through bandwidth savings.

Allot VideoClass employs optimization techniques that enable service providers to:

- **Reduce** the load on RAN and backhaul bandwidth by 30-50%.
- **Reduce** capital and operating expenditure.
- **Prevent** video stalls and buffering for a consistently great OTT video experience – even under highly variable and unpredictable network conditions.
- **Create** new revenue opportunities through service packages designed for video consumers.
- **Gain** insight into consumer behavior through detailed analytics on video usage.

“The launch of Allot VideoClass is an integral part of Allot video strategies for fixed and mobile data service providers”, says **Andrei Elefant, Allot VP Product Management & Marketing**. “Our aim is to help service providers secure and expand their place in the OTT value chain by providing a comprehensive array of video-centric solutions integrated with a convergent and scalable DPI network platform – Allot Service Gateway.”

Integration with Allot Service Gateway reduces total cost of ownership by making deployment of video optimization easier and more cost-effective. The converged DPI platform simplifies management, reduces redundant components and provides a single point of integration to operator policy, charging and analytics entities. Single vendor responsibility eases integration and implementation, accelerating time to revenue and return on investment.



About Allot Communications

Allot Communications Ltd. (NASDAQ, TASE: ALLT) is a leading global provider of intelligent solutions to optimize and monetize over-the-top Internet traffic in fixed and mobile broadband networks and large enterprises. Allot Service Gateway offers service providers a broad range of value-added services in a single platform, which include analytics, policy control, video optimization, video caching and charging, all of which are vital to managing fixed and mobile data, enhancing user experience, containing operating costs, and enabling service providers to generate revenues from their broadband networks. Allot's rich portfolio of solutions leverages dynamic actionable recognition technology (DART) to transform broadband pipes into smart networks that can rapidly and efficiently deploy value added Internet services. For more information, please visit <http://www.allot.com>.

Safe Harbor Statement

Information provided in this press release may contain statements relating to current expectations, estimates, forecasts and projections about future events that are "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. These forward-looking statements generally relate to the Company's plans, objectives and expectations for future operations. These forward-looking statements are based upon management's current estimates and projections of future results or trends. Actual results may differ materially from those projected as a result of certain risks and uncertainties. These factors include, but are not limited to: our ability to increase the breadth and functionality of the Service Gateway platform, changes in general economic and business conditions; the Company's inability to develop and introduce new technologies, products and applications; loss of market; and other factors discussed under the heading "Risk Factors" in the Company's annual report on Form 20-F filed with the Securities and Exchange Commission. These forward-looking statements are made only as of the date hereof, and the Company undertakes no obligation to update or revise the forward-looking statements, whether as a result of new information, future events or otherwise.

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