

## PRESS RELEASE

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## Hong Kong Broadband Network Selects AudioCodes Mediant 4000 SBC

**AudioCodes' wide range of SBC interoperability options addresses critical elements in Hong Kong Broadband Network's fixed-line VAS services platform upgrade**

**Lod, Israel – September 10th, 2014 – AudioCodes (NasdaqGS: AUDC) Press Release**

### Highlights

- AudioCodes Mediant 4000 SBC is a major component in Hong Kong Broadband Network's enhancement of its fixed-line VAS services platform
- Hong Kong Broadband Network, servicing more than 1.4 million subscribers, is upgrading its system to ensure support of the company's move to SIP and IMS
- AudioCodes Mediant 4000 SBCs with high availability were deployed during the initial phase of the project
- Hong Kong Broadband Network was impressed with the quality of AudioCodes products, especially the broad range of the SBC's interoperability options, a critical element in the project

### Details

AudioCodes, a leading provider of converged voice solutions that enable enterprises and service providers to transition to all-IP voice networks, today announced that Hong Kong Broadband Network, one of the largest broadband operators in Hong Kong, has deployed AudioCodes Mediant 4000 Session Border Controllers (SBC) as part of a major upgrade to the company's fixed-line VAS services platform. AudioCodes' Mediant 4000 SBCs were deployed, sitting between a Genband Soft-switch and an Interactive Intelligence IVR platform, to provide DTMF transcoding as well as voice codec transcoding. The Mediant 4000 is fitted with High Availability, including redundancy, survivability and resiliency features to ensure connectivity under all circumstances.

Hong Kong Broadband Network, owner and operator of one of the largest fiber optic networks in Hong Kong, found itself with a need to upgrade its older Nortel system with equipment that would ensure support of the company's move to SIP trunking as well as IMS features. The deployment requires SBCs with

considerable interoperability capabilities, to both interface with the Genband equipment at the core, as well as the many types of TDM/IP PBXs at the various enterprise sites.

“Having been familiar with AudioCodes’ solutions and impressed by the quality of its products, it was natural that we would collaborate with AudioCodes to play a central role in this important project,” said Kent Kwong, Manager – IT of Hong Kong Broadband Network. “We were especially impressed with the broad range of interoperability options supported by the AudioCodes SBC. Given the way our network is set up, this interoperability is a critical factor in the success of the deployment.”

“Hong Kong Broadband Network is a very important player in the broadband market with whom we have shared an excellent relationship,” said Nimrod Borovsky, AudioCodes’ VP Marketing. “The upgrade of their fixed-line VAS services platform is a major project and our solution not only performs with the high level of quality and reliability they require, but also offers Hong Kong Broadband Network a flexible and scalable platform which they could easily get off the ground and expand over time.”

### **About Hong Kong Broadband Network Limited**

Hong Kong Broadband Network Limited (‘HKBN’) is a leading broadband service provider with the most residential high-speed broadband subscriptions (100Mbps and above) in Hong Kong, offering a diversified portfolio of innovative products in fibre broadband and Wi-Fi access, communication and entertainment to over 1.4 million subscribers. As the owner and operator of one of the biggest fiber optic networks in Hong Kong, HKBN provides premier telecommunications services to both business and residential markets.

Over the years, HKBN has invested over HK\$4 billion in establishing its own network. In 2004, HKBN successfully built the largest Metro Ethernet network in the world. In 2005, HKBN was the first Internet Service Provider (ISP) in the city offering 1,000M residential Fibre-to-the-Home service. In 2013, HKBN extended its Wi-Fi business development and acquired Y5ZONE Limited. Since then, HKBN’s fibre optic network covers over 2 million residential homes and more than 1,900 commercial buildings. More than 11,000 Wi-Fi hotspots are now available throughout Hong Kong.

For further details, please visit [www.hkbn.net](http://www.hkbn.net)

### **About AudioCodes**

AudioCodes Ltd. (NasdaqGS: AUDC) designs, develops and sells advanced Voice-over-IP (VoIP) and converged VoIP and Data networking products and applications to Service Providers and Enterprises. AudioCodes is a VoIP technology market leader focused on converged VoIP and data communications and its products are deployed globally in Broadband, Mobile, Enterprise networks and Cable. The Company provides a range of innovative, cost-effective products including Media Gateways, Multi-Service Business Routers, Session Border Controllers (SBC), Residential Gateways, IP Phones, Media Servers, Value Added Applications and Professional Services. AudioCodes’ underlying technology, VoIPerfectHD™, relies on AudioCodes’ leadership in DSP, voice coding and voice processing technologies. AudioCodes’ High Definition (HD) VoIP technologies and products provide enhanced intelligibility and a better end user communication

experience in Voice communications. For more information on AudioCodes, visit <http://www.audiocodes.com>.

Statements concerning AudioCodes' business outlook or future economic performance; product introductions and plans and objectives related thereto; and statements concerning assumptions made or expectations as to any future events, conditions, performance or other matters, are "forward-looking statements" as that term is defined under U.S. Federal securities laws. Forward-looking statements are subject to various risks, uncertainties and other factors that could cause actual results to differ materially from those stated in such statements. These risks, uncertainties and factors include, but are not limited to: the effect of global economic conditions in general and conditions in AudioCodes' industry and target markets in particular; shifts in supply and demand; market acceptance of new products and the demand for existing products; the impact of competitive products and pricing on AudioCodes' and its customers' products and markets; timely product and technology development, upgrades and the ability to manage changes in market conditions as needed; possible need for additional financing; the ability to satisfy covenants in the Company's loan agreements; possible disruptions from acquisitions; the ability of AudioCodes to successfully integrate the products and operations of acquired companies into AudioCodes' business; and other factors detailed in AudioCodes' filings with the U.S. Securities and Exchange Commission. AudioCodes assumes no obligation to update the information in this release.

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