

News Release

From: Belden
Berry Medendorp
+31 77 387 8555

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Belden launches the new Wireless Integrator Channel Partner Program

Exciting new business opportunities are now available to integrators and installers. The new Belden Wireless Partnership Program offers the latest technology for integrators involved in wireless LAN design and installation.

Belden has launched the new Wireless Integrator (BWI) Channel Program. The purpose of the new channel partner program is to build a comprehensive network of systems integrators and contract partners. These partners will be fully qualified to provide design, installation and maintenance services for the new Belden Wireless Solution. They will be supported by Belden, a world leader in the development of signal transmission solutions for enterprise, industrial broadcast, residential and building management systems.

The structure of the BWI Channel Program will be similar to Belden's popular and successful IBDN Certified Vendor (CSV) Program. Participants will be offered education, hands-on training and certification in all aspects of the Wireless Solution. This will include system design and concept, installation, testing and maintenance.

Roel Vestjens, Director Marketing for Belden EMEA, explains, ‘There is growing demand in the marketplace for secure and reliable wireless networks which combine the benefits of high performance and high mobility. Belden has taken the lead in this area – first with the Wireless Solution and now with the BWI Channel Program’.

‘The BWI program offers enormous growth potential for integrators as the market demand for wireless LANs increases. With BWI certification, integrators already engaged in selling and installing wireless communications systems can build new revenue streams by offering customers a superior wireless LAN architecture – this is Belden’s revolutionary and interference-free Channel Blanket technology. Contractors and installers currently specializing in the implementation of copper and fiber-based structured cabling networks can also enjoy new business opportunities by adding the wireless LAN option to their existing portfolio of products and services. In particular, they will be able to offer value added benefits for many vertical markets and related applications.’

Belden’s invitation

Belden invites qualified applicants to apply for the BWI Partner Program. The company extends a special invitation to networking installing companies already active in the WLAN market or those considering participation in this rapidly growing business opportunity.

Successful applicants will become authorized Belden Wireless Integrator channel partners.

Interested applicants should contact Phil Watts on +44 161 266 1821 or at phil.watts@belden.com. Information about the Wireless Integrator program can be obtained from the Belden website www.belden-emea.com.

The Wireless Solution

Belden’s Wireless Solution provides for the seamless convergence of data, video and voice (VoWLAN) and is future-proofed for Voice over Wi-Fi. This is a dynamic new solution built on wireless network architecture which is fundamentally different than traditional cell-based technology or standard WLANs which require complex RF Cell Planning to avoid co-channel interference. The Wireless Solution uses a Channel Blanket which allows upto three radio

channels to be used anywhere and at every access point. This creates blankets of continuous wireless coverage with no roaming latency or co-channel interference problems. Equally important is the fact that high throughput is achieved even when cell traffic is high. The Wireless Solution is exceptionally easy to deploy, configure, validate and maintain. It provides plug-n-play flexibility so that APs can be added or removed with no effect on the existing set-up. Importantly, full compliance with IEEE 802.11a/b/g protocol and security standards is maintained.

About Belden

Belden is a leader in the design, manufacture, and marketing of signal transmission products for data networking and a wide range of specialty electronics markets including entertainment, industrial, security and aerospace applications. Belden has manufacturing facilities in North America and Europe as well as distribution centers in the U.S., Canada, Singapore, Australia and the Netherlands. A majority of Belden's manufacturing, engineering and support functions are registered to the International Organization for Standardization.

For more information about Belden, please visit www.belden.com

For further information, please contact:

Nancy van Heesewijk

EMG

Lelyweg 6

4612 PS Bergen op Zoom

The Netherlands

Tel: +31 164 317 018

Fax: +31 164 317 039

E-mail: nvanheesewijk@emg.nl

www.emg.nl

Berry Medendorp

Belden

Tel: +31 77 387 8555

Fax: +31 77 387 8488

E-mail: berry.medendorp@belden.com

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