

For details, contact:

**Chris Christner**

**Director of Marketing Communications**

Phone: +1 301.975.1000

**For Immediate Release**

October 11, 2011

### **Patton Appoints Aveek Roy to lead South Asia Operations**

*Amidst rising broadband penetration in the world's fastest-growing Telecom market, Patton signs Aveek Roy to lead business development operations in South Asia.*

**GAITHERSBURG, MD, USA and NEW DELHI, INDIA:** Patton—the leader in business and carrier-class network access, connectivity, VoIP and triple-play equipment—has appointed Aveek Roy to lead business development and sales operations throughout the Indian sub-continent.

Based in New Delhi, Mr. Roy takes responsibility for driving Patton's go-to-market strategy and future revenue growth for South Asia.

India's recently announced plans to release additional 3G spectrum to mobile carriers accelerates broadband penetration, fostering economic expansion.

As Vice President of South Asia Operations for PE-Inalp Private Limited—the India Affiliate of Patton Electronics Company (USA)—Aveek drives Patton's delivery of high-quality products for India's expanding network infrastructure and user population.

"His thoroughgoing knowledge of the business is a given," said Burt Patton, EVP at Patton Electronics. "Aveek has a clear and compelling vision for the future of communications in South Asia. He makes things happen against the odds."

India aims to provide broadband-on-demand by 2015, and 600 million broadband connections by 2020, according to telecommunications minister, Kapil Sibal. With Internet access spreading across regional demographics, such broadband-related services as Voice-over-IP, Video Surveillance, SIP Trunking, Fiber to the Home (FTTH) are poised for explosive growth.

"Our strategy is to serve the region's real needs," Mr. Roy said. "Patton builds exactly the right sort of equipment—at the right price points—to solve the network infrastructure challenges India and its neighbors face today."

Leveraging his ten-plus years experience in the telecom business with Patton's longstanding presence in India, Mr. Roy's ambition is to help drive the region across the broadband divide (81 million Internet, but only 10 million broadband users), as recently described by Manish Dalal in Voice & Data.

Patton is eager and able to support Mr. Roy's agenda. The multinational firm offers over 25

years expertise in designing and manufacturing convergence-enabling technology, with a catalog of over 1,000 telecom, VoIP and data products. Also specializing in network extension technology, Patton offers solutions to help extend networks and services into South Asia's far-flung rural areas.

Having previously worked with several NASDAQ-listed organizations, including Audiocodes, NMS Communications, Siemens, and General Electric, Mr. Aweek Roy holds a Bachelor of Business Studies (BBS) from the University of Delhi (1991).

### **About Patton**

Patton is a multi-national organization that designs, develops, and manufactures electronic communications equipment for network access, connectivity, voice-over-IP, triple play and video surveillance. Deployed throughout the world in carrier, enterprise, and industrial networks, most Patton products are manufactured in the USA. Patton is ISO 9001:2008 certified and markets a catalog of over 1000 products including SmartNode™ VoIP solutions (SIP and H.323) for analog and ISDN telephony; Visuality™ mobile-video surveillance, collection, and intelligence distribution solution, ForeFront™ multi-service access infrastructure solutions for TDM and IP service delivery (T1/E1, G.SHDSL, xDSL, dial-up); OnSite™ CPE solutions for last-mile/local-loop access (WAN routers, modems, remote access servers, NTUs, CSU/DSUs); CopperLink™ Ethernet Extenders; EtherBITS device servers; EnviroNET™ NEMA4-compliant hardened networking equipment, and a full range of network-connectivity SerialComm (interface converters, short-range modems, multiplexers, surge protectors). Incorporated in January 1984, Patton Electronics has been doing business for over 26 years.

For more information or a free catalog, contact [sales@patton.com](mailto:sales@patton.com).

Patton Electronics Company  
7622 Rickenbacker Drive  
Gaithersburg, MD 20879 USA  
Tel: (301) 975-1000  
Fax: (301) 869-9293  
Email: [marketing@patton.com](mailto:marketing@patton.com)  
Web: [www.patton.com](http://www.patton.com)

###

-END-