ASOCS Announces the Joining of Eran Bello as VP Products and Marketing

April 24th, 2014 – Rosh Haayin, Israel – ASOCS Ltd, a technology provider of software-defined radio (SDR) solutions is pleased to announce Eran Bello has joined as vice president of products and marketing where he will be responsible for overseeing all aspects of product line management and marketing functions as part of ASOCS's executive team. Eran brings more than 15 years' experience in Business Development, Products, Sales, Support and Engineering in the telecommunications and information technology markets.

"We are delighted to have Eran joined us at such an exciting time in ASOCS's history," said Gilad Garon, Chief Executive Officer of ASOCS. "Eran's extensive experience in the Telecom industry in general and his leading role in Network Functions Virtualization (NFV) transformation in particular should prove invaluable in helping us to execute on our strategy to address the obstacles in the deployment of mobile base stations in the virtualization era". "Eran is joining a business savvy leadership team and will work closely with our research and development team and with our sales organization led by Victor Koretsky, the former SVP Sales and Business Development and COO of Provignet (BRCM) who brings scores of years in sales and business development to ASOCS.", he added.

"I am honored to join ASOCS," said Eran Bello. "The company has clearly differentiated itself as a leader in baseband and modem processing solutions and I look forward to contributing to its continued success and rapid growth."

Prior to joining ASOCS, Eran served as Director of Business Development at Mellanox Technologies (MLNX), where he led the strategy, business, solutions and eco-system in the telecom and security markets through the NFV and SDN transformation. Prior to that, he worked for Anobit Technologies, acquired by Apple (AAPL), where he was responsible for the development of the ecosystem and business for Anobit's Enterprise SSD Products. He also served in various senior positions at Runcom, Microsemi (MSCC) and PowerDsine (PDSN) and served over five years in Israel's Elite Intelligence Technology Unit.

About ASOCS

ASOCS develops and licenses software-defined modems for mobile, wireless and broadband communications based on its heterogeneous Modem Processing Unit (MPU) and silicon IP, ModemX®, designed to meet current and future modem requirements. ASOCS enables the highest possible capacity baseband solution for the Cloud Radio Access Network (C-RAN) as well as other wireless infrastructure cells, from small to macro and beyond. ASOCS' Modem Programming Language (MPL) is the first open, royalty-free standard for cross-platform programming of the physical layers for a wide variety of communication standards. ASOCS' MPL enables fast, easy development of physical layer solutions, greatly improving total cost of ownership (TCO) using standard C-language programming and function libraries. For more information, visit www.asocstech.com.

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