



Press release

For immediate release

KBC Introduces New Visual Identity

Lake Forest, CA, August 17, 2009: KBC Networks has introduced a new visual identity that features a more contemporary logo and the new tagline "data delivered."

The rebranding reflects KBC's evolution as a company, which began as a provider of fiber optic transmission equipment, and over the past 18 months has added other transmission technologies such as wireless and network transmission products. The new visual identity better represents KBC's capabilities across a variety of communication technologies.

Steve Kuntz, President, explained the reasons behind the brand renewal; "KBC began in 2003 as a supplier of high performance fiber optic modems. Our merger last year with wireless transmission products manufacturer MicroTek Electronics, has broadened our product range considerably. Since then we've also introduced network transmission products that all combined, give us a very strong presence in the industry."

Iain Deuchars, Managing Director of EMEA added, "Our goal is to offer customers a comprehensive range of transmission solutions and the right product for their needs. The old red and yellow logo has been replaced by a sleek orange and grey logo and a tagline that reflects our corporate vision; clean, lean and right to the point. KBC, *data delivered!*"

Along with the re-branding of the stationary, catalog, products and packaging, KBC has completely revamped its website to improve the navigation and include even more technical and product information for customers.

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KBC Networks designs and manufactures transmission products for fiber optic, wireless and network applications, offering one of the broadest product ranges in the industry. Their Communication products provide cost-effective, reliable and efficient connectivity for networks and control systems across the globe.

KBC Networks has a worldwide network of professional sales representatives that is ready to assist you with product selection, system design, technical inquiries, troubleshooting and repair. KBC offices are located in North America, Europe and Asia.

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