

Press release

Upp chooses Smartoptics open line systems to level up backhaul network

Oslo, Norway – September 21, 2021 – Smartoptics, a leading provider of optical networking solutions, today announced that UK-based ISP Upp has chosen Smartoptics' flexible open line systems to upgrade its backhaul network. This is a key part of the next-generation technology Upp uses to power its multi-gigabit fibre network.

Upp is a new ISP in the UK market who has funding and plans to deploy a new gigabit-capable Fibre-to-the-Premises (FTTP) network across 1 million premises in underserved towns and communities across the East of England by 2025. Upp needed a more efficient and effective way of connecting its access networks together and providing backhaul services. Smartoptics DCP-F dynamic connectivity platform along with their passive H-series solution were used to transport 1G, 10G and 100G services. These Smartoptics solutions were used as they allowed UPP to install a simple and cost-effective active/passive network, which was all implemented by one of Smartoptics' main UK integration partners Nova Incepta.

"Upp are building high capacity DWDM backhaul to support its regional full fibre broadband roll-out. We selected Smartoptics to power that backhaul based on the capability of their technology to meet our needs. Smartoptics were very responsive to our requirements supported by Nova Incepta on the ground" says Alex Marshall, CTIO of Upp.

Smartoptics open line systems are designed to be easy to implement and operate, links now live.

"The modularity and small form factor of our DCP-F open line systems make them particularly easy to use for ISPs like Upp. This enabled Upp's networks to be supplied and stood up in record time, allowing Upp to make good on its promise to roll out multi-gigabit fiber to underserved communities quickly. This is yet another example of how our next-gen open line systems are making a difference in improving internet quality and accessibility for communities across the world," says Magnus Grenfeldt, CEO of Smartoptics.

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About Smartoptics

Smartoptics provides innovative optical networking solutions and devices for the new era of open networking. Our customer base includes thousands of enterprises, governments, cloud providers, Internet exchanges as well as cable and telecom operators. We have an open networking approach in everything we do which allows our customers to break unwanted vendor lock-in, remain flexible and minimize costs. Our solutions are used in metro and regional network applications that increasingly rely on data center services and specifications. Smartoptics is a Scandinavian company founded in 2006. We partner with leading technology and network solution providers such as Brocade, Cisco, HPE and Dell EMC and have a global reach through more than 100 business partners. For additional information about Smartoptics, please visit www.smartoptics.com

About Upp

Upp is a new UK based internet service provider (ISP) deploying a full fibre network (FTTH) to 1 million premises by 2025 in eastern England, offering next level broadband to consumers and local businesses. The entirety of the equity financing for the multi-year business plan is already fully committed by LetterOne, the management team, and the Board of Directors. Founded by four British entrepreneurs, Upp's leadership team brings more than 160 years' of industry expertise from BT, Orange, Ericsson, KCOM and Gigaclear. The team includes industry veterans as independent directors and advisers: Robert Easton (former Partner of Carlyle) as the Chairman of Upp, Peter

Kamphuis (founder of Deutsche Glasfaser and Reggefiber) focused on technology and network build, Pippa Dunn (former CMO of EE and Orange UK) focused on branding and marketing, and founding investor Jason Goodall (Global CEO and board member of NTT Ltd, and member of the UK Investment Council).

Upp's website: <https://www.upp.com/>

About Nova Incepta

Nova Incepta was founded in 2006 offering a wide range of services including installation, commissioning and test of telecom equipment, hardware repair, supply and technical support, equipment recovery for re-use, resale, or recycle, and legacy migration and compaction projects. It delivers innovative, flexible and tangible results to the service provider, operator, vendor and regulatory communities.

With a strong, global customer base and portfolio of services, its experienced people are from major operators such as BT, and leading technology vendors such as Ericsson, Marconi and Alcatel. This gives the company a unique blend of deep technical knowledge and practical experience of deploying systems and running networks.

Nova Incepta Website: www.novaincepta.com