



## **Proximion to Represent Sweden in Europe's Most Competitive Business Awards Competition**

*Provider of advanced FBG-based applications recognized by European Business Awards for innovation, business excellence and sustainability*

**Kista, Sweden, July 8, 2010** –The European Business Awards sponsored by HSBC ([www.businessawardseurope.com](http://www.businessawardseurope.com)) announced today that Proximion, a leader in Fiber Bragg Gratings (FBG)-based Dispersion Compensation Modules (DCMs), will represent Sweden in its prestigious 2010 Awards program. The European Business Awards identifies some of Europe's brightest businesses based on their ability to demonstrate the three core principles at the heart of the Awards program, namely, innovation, business excellence and sustainability.

The European Business Awards is dedicated to raising the visibility and progress of companies that excel in delivering innovation twinned with successful commercial results while acting responsibly and positively affecting the social environment in which they operate. The company will now compete for a coveted Ruban d'Honneur in the next round of the competition. Final category Award winners will be unveiled in Paris on November 16, 2010.

“It is an honor to be recognized as a leading organization in Sweden,” notes Stefan Ekman, Proximion's CEO. “The European Business Awards is widely acknowledged as the showcase for Europe's most dynamic companies and we credit Proximion's worldwide leadership in developing optical modules and subsystems based on proprietary Fiber Bragg Grating (FBG) technology for this recognition.”

Proximion's complete line of dispersion compensating modules, which includes channelized, continuous and tunable DCMs, contributes to its customers' networking success. The DCM-SLC, the newest member of its continuous band dispersion compensation product line with tailored C-band dispersion characteristics and a small form factor, can be customized to meet each network's specific needs while providing cost savings. The Patch Cord Dispersion Compensation Module (DCM-PC) which is the industry's first, combines continuously chirped FBGs into a single patch cord, thereby eliminating the need for additional hardware to be deployed by service providers.

“Over the past 4 years we've received an incredibly high standard of entries from organizations that are passionate about their business,” said Adrian Tripp, CEO of the European Business Awards. “However, very few have the chance to fly the flag for their country and compete across Europe to be recognized as one of the EU's leading companies. It really is an exceptional accolade to be picked as a Country Representative, and together with HSBC we're looking forward to seeing Proximion in the next round.”

The European Business Awards sponsored by HSBC is an independent Awards program designed to promote excellence, best practice and innovation in the European business community, in line with the broad aims of the European Union and business representative

groups across the member states. The program provides examples to which the business community can aspire while celebrating and endorsing individual's and organization's success. Moreover, it offers case studies and content for learning from these exceptional organizations.

#### **About Proximion Fiber Systems AB**

Proximion Fiber Systems AB is a world-class provider of optical modules and sub-systems based on Fiber Bragg Grating (FBG) technology. By combining these unique optical devices with the truly innovative skills of our team, Proximion contributes to our customers' and partners' success in a variety of markets.

As an example Proximion today holds the markets widest FBG based portfolio of Dispersion Compensation Modules (DCM). The portfolio ranges from single channel modules to complex continuous band modules which are as an example used to eliminate the residual slope of Sub Marine Networks. The portfolio also ranges from passive easy to use modules such as the patch-cord DCM to active components such as the colorless Tunable DCM for 40 Gb Networks.

The founding team of Proximion has pioneered design, manufacturing, and application of advanced FBGs. Proximion's unique and patented method enables manufacturing of FBGs with virtually any filter characteristics. Proximion is a privately held company headquartered in Kista, Sweden.

#### **About The European Business Awards**

The European Business Awards sponsored by HSBC is an independent Awards program designed to recognize and promote excellence, best practice and innovation in the European business community, in line with the broad aims of the European Union and business representative groups across the member states.

Celebrating its fourth successful year, the European Business Awards highlight and promote examples of individuals and organizations that achieve outstanding results across a variety of disciplines – from environmental concern to customer focus – results that set them apart as leaders in Europe.

The Awards program is open to large multi-nationals, medium-sized businesses, and fast growing small businesses, representing all sectors and all countries of the European Union.

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