

KIRK telecom's Data Business – A Taste of the Wireless Future...

Just because you are a 110-year-old company, there is no reason not to be up-to-date on the development and have ambitious and visionary plans on affecting tomorrow's communications society. At the telecommunication company KIRK telecom A/S in Horsens, Denmark a separate division – KIRK Data Business Unit – has been established. The main objective of the unit is to focus on the development within data, in the light of the fact that it is no longer relevant to make a sharp distinction between the tele market and the data market.

Solutions Adapted to Customer Needs

The trend is going towards the customers growing needs for communication solutions supporting telephony as well as data communication. At the same time the technological development offers good opportunities of integrating the different communication solutions on the same technological platform.

"KIRK telecom want to satisfy the market demand for converging communication products", says Data Business Unit Director Ole Lysgård Madsen. "We want to support the common vision of making the use of information independent of time and place. And we intend to do this by developing, producing, marketing and selling telecommunication solutions satisfying our customers' need for user-friendly, wireless information and data access."

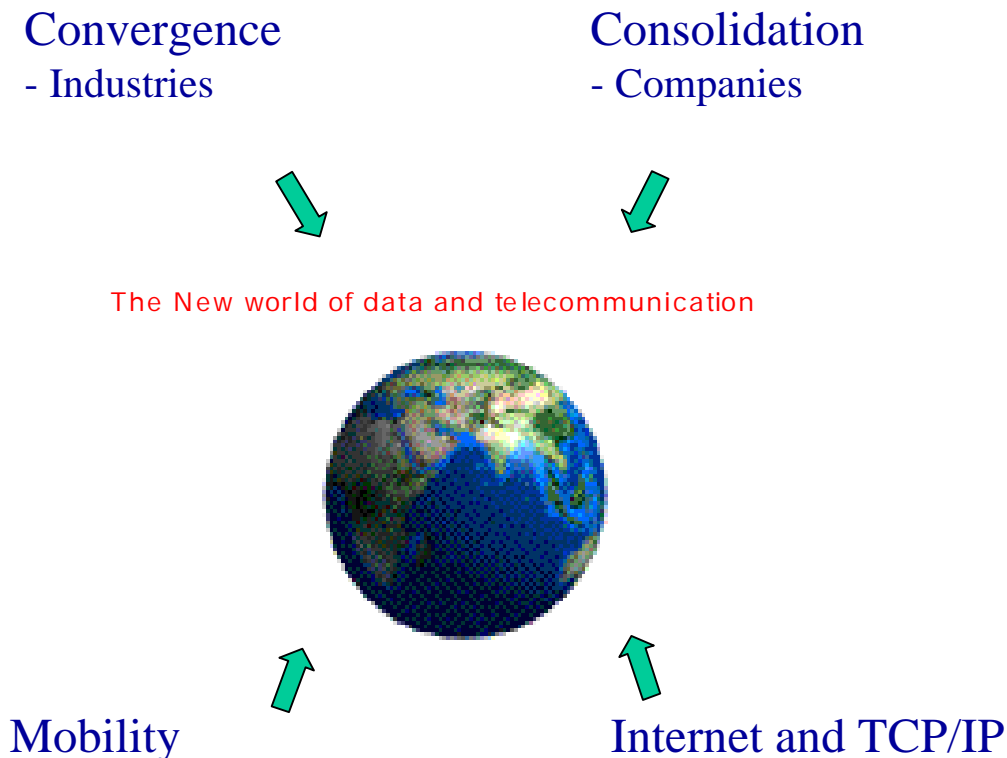
Competent Solutions

"At KIRK we have exceptional good conditions for expanding by focussing on both market demands and technological solutions due to our unique history within telecommunication" Ole Lysgård Madsen continues.

"We have a clearly defined objective to be more active on the new market for tele and data solutions, to benefit from our thorough competencies within telecommunication. We have an overall goal to offer business as well as private customers better communication solutions, making the access to tele services, data services and Internet communication mobile and more flexible."

The New World

This new integrated telecommunication and data market is dominated by 4 central technologies and market tendencies: Mobility, Internet, Convergence and Consolidation.



Products for Merging Tele and IT

Tele/IT business is perhaps the business with the most common networking economy, in terms of development agreements, partnerships and networking - working on uniting the competencies within the tele communication with the competencies within the IT and Internet business. *"In this networking economy we want to contribute to a faster development of new converging products uniting the IT and the tele world",* explains Ole Lysgård Madsen.

KIRK telecom has a strong basis for growth

Technologically as well as market oriented the mobility area is characterised by a rapid growth in forms of increasing market penetration, development of new products and the appearance of new technologies. *"KIRK telecom have in this connection a very strong platform, which we will use as a basis to support the future development,"* states Ole Lysgård Madsen. *"During the last 10 years we have built up a broad range of wireless products in our portfolio. We will, of course, continue to expand this portfolio."*

KIRK Will Make the Use of the Internet a Better Experience

Internet – and the technologies which the Internet make use of – will be the supporting technology for a range of customer solutions and to a number of brand new ways of adapting the life at work and the private life.

"Surely we are using big words when saying that our main objective is to make use of the Internet in the everyday life a better experience. But we do support this whole networking economy by developing wireless solutions making the access to the Internet easy and more flexible", says Ole Lysgård Madsen.

KIRK telecom has chosen to focus on 3 production lines - HomeCom, BusinessCom and MetriCom.

KIRK HomeCom128 is Ready for Presentation on CeBIT 2001

The demands of the networking society to the equipment we are using in the everyday life are getting tougher. KIRK want to remedy the demand for band width, the need for mobility and increase the value of services by introducing the HomeCom product line.

The HomeCom product line consists of 3 products, HomeCom 128, HomeCom ADSL and HomeCom Cable, which each has its own access technology: ISDN, ADSL and Cable. HomeCom 128 and HomeCom Cable will both be available as add-on products and as OEM products for integration into the customer's existing products.

In connection with the CeBIT 2001 KIRK presents the HomeCom 128 – a wireless ISDN solution that handles speech/voice as well as data for up to 6 users.

BusinessCom – Better Mobile Data Communication

We expect the future business installations to be based more and more on TCP/IP as the leading technology. That is why KIRK telecom want to support this future solution by developing wireless VoIP solutions and improve the possibilities of using mobile data communication in the companies.

MetriCom is Local Wireless Data Transmission

Throughout many years KIRK have gathered experience on areas where the DECT technology is used for local paging, nurse-care alarming, door phones/intercom systems, cordless headsets etc. The DECT technology has proved to be a highly reliable and tested technology, providing a high quality of speech at very competitive prices. And KIRK's great experience with the radio network provides a unique starting point for the new business – local wireless data transmission.

KIRK is already able to deliver small data modules with a range of 50 to 300 metres depending on the surroundings. This can, however, be extended by means of the KIRK DECT Repeaters or by a directional antenna, and it is possible to provide radio coverage for the whole housing sector, factory or smaller construction areas.

Unlimited Possibilities

There are great possibilities in the local wireless data communication, also for businesses and companies, which normally have their primary competencies and focus on other areas. The possibilities are numerous, but an example could be within the industrial automation and productions, medico equipment or control, securing or monitoring of the "intelligent home" – or as KIRK will show on CeBIT 2001 – a solution with wireless transmission via video using data modules.

You can get further information on KIRK telecom's data business at our stand on CeBIT 2001 in **Hall 17 Stand F41**, on KIRK telecom's website www.kirktelecom.dk or by addressing Business Unit Director Ole Lysgård Madsen – olm@kirktelecom.dk.