

PRYSMIAN GROUP TO INTRODUCE INNOVATIVE CABLE AND CONNECTIVITY SOLUTIONS DURING FIBER CONNECT AND ISE EXPO TRADESHOWS

Highland Heights, Ky., August 15, 2023 – [Prysmian Group](#), the world leader in the energy and telecom cable industry, will introduce a wide range of innovative fiber optic cable and connectivity products during Fiber Connect 2023 in Kissimmee, Florida from August 20 – 23, 2023 (booth #10), and the ISE EXPO 2023 in Kansas City, Missouri from August 29 – 31, 2023 (booth #621).

As demand for faster, more reliable broadband grows, Prysmian Group has worked diligently to accelerate fiber broadband deployment. Prysmian's cutting-edge cables and connectivity products provide diverse solutions to design and construction challenges.

"We are excited to unveil our latest fiber optic cable and connectivity solutions at the Fiber Connect and ISE EXPO tradeshow," said **Patrick Jacobi, Senior Vice President of Telecom, Prysmian Group North America**. "We are confident these innovative solutions will improve the pace of broadband deployments across the country."

During the shows, Prysmian will present a variety of innovative solutions, including:

- **SiroccoHD™ Cable** – Designed to provide optimized jetting performance for underground microduct installations or jetting directly over existing cable. This cable's reduced diameter and increased fiber density offer cost savings to telecom network owners and builders while allowing them to reduce carbon and environmental footprints to meet sustainability goals and requirements.
- **Eagle™ Closure** – Designed to simplify rural Broadband, Prysmian's newly revealed Eagle closure handles everything from drops to a 288-count butt splice in a modular, easy-to-understand package.
- **ezPlan™ ADSS Solution** – The ezPlan system lightens the load on your pole line, budget and engineering team. ezPlan is quicker to install than aerial lashing and more resilient to storm damage.
- **Hardened Fiber Optic Connectors (HFOC)** – Prysmian offers the most popular drop cable and connector options and is ready to supply your project.

These product introductions follow recent White House events and announcements related to nationwide commitments and investments made for high-speed internet deployment. In June 2023, Prysmian Group joined the White House to celebrate [funding for high-speed internet infrastructure deployment through the Broadband Equity Access and Deployment \(BEAD\) program](#), followed by a plant tour for Biden-Harris Administration officials of Prysmian's recently [renovated state-of-the-art fiber optic cable manufacturing plant in Jackson, Tennessee](#).

"We are proud to play a significant role in the nationwide movement towards high-speed internet for all," said **Jon Fitz, Director of Product Management, Prysmian Group North America**. "Individual deployments face a wide range of challenges. We strive to address these challenges with diverse solutions, focused on flexibility, simplicity and scalability."

Visitors attending either show can learn more about Prysmian Group and its network and broadband connectivity offerings at the Fiber Connect tradeshow at booth #10 or the ISE EXPO at booth #621.

About Prysmian Group North America:

Prysmian Group is a multinational company headquartered in Milan, specializing in the production of cable and systems for use in the energy and telecom industries. Prysmian is the largest cable producer in the world with 30,000 associates and \$16 billion in sales. Prysmian is present in North America with 28 plants, 48 in Europe, 13 in Latin America, 7 in the Middle East, Africa and Turkey, and 13 in Asia-Pacific.

Based in Highland Heights, Ky., Prysmian Group North America operations include 28 manufacturing facilities, eight distribution centers, six R&D centers, and more than 6,000 associates with net sales of \$6 billion. Additional information is available at na.prysmiangroup.com.

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