

New system will double PLDT international bandwidth

## **Construction of new undersea cable system starts**

**MANILA, Philippines, November 16, 2011** - The Philippine Long Distance Telephone Company (PLDT) announced Wednesday that marine construction work has started on the \$300-million Asia Submarine-cable Express (ASE) which when completed in the third quarter of 2012 will more than double PLDT's existing international bandwidth capacity.

The 7,200-kilometer undersea cable network project is being undertaken by PLDT, NTTCom of Japan, and StarHub of Singapore, in partnership with NEC Corp. and Fujitsu Ltd.

The start of cable laying work was marked by a ceremony last week in Daet, Camarines Norte where PLDT's cable landing station is being built. This is PLDT's third landing station, after those in Nasugbu, Batangas and Bauang, La Union.

"We have designed a future-ready network that can potentially supply more than 15 Terabits per second capacity, initially using 40 Gigabits per second wavelength technology, and in the future, 100 Gigabits per second wavelength capability," said PLDT Network Services Assurance Senior Vice President George N. Lim.

He added that "the ASE system will initially link Japan, Philippines, Hong Kong, and Singapore through fiber optic cable that spans 7,200 kilometers. It will also connect us to Malaysia, and in the next phases, potentially to other economically vibrant Asian countries, such as China, Vietnam and Thailand. ASE can be connected to other major cable systems to Europe, the Middle East, the other parts of Asia, and the United States of America."

The ASE is a new generation, high bandwidth, optical fiber undersea cable system. It is the biggest capacity international submarine cable ever to land in the Philippines which will enable PLDT and its group of companies, including Smart, Digitel and Sun to serve the increasing bandwidth requirements of their combined customer base.

Once operational, the new cable system will benefit large businesses like banks, call centers, and BPO companies, as well as small and medium enterprises that do business through the internet.

With the ASE, new bandwidth heavy broadband applications requiring international access, such as IP-based data, external video content, and other external multimedia services can be offered by the PLDT Group, and easily accessed by its customers.

ASE will further enhance and fortify the resiliency of PLDT's international network. PLDT Network Planning and Engineering Vice President Gene Sanchez explained that "a highly resilient international network is expected to survive man-made and natural disasters such as the major undersea earthquake near the Bashi channel in December 2006 which resulted in the temporary 'isolation' of some countries. ASE can easily help fulfill such aspiration of PLDT."

"With a highly resilient network, PLDT for instance will be able to divert all or part of its traffic towards Japan and the US, via the new diverse route that ASE will traverse if problems, such as multiple cable cuts happen to APCN2, EAC, and AAG cables which all pass through the Bashi channel between Taiwan and Luzon Island," Sanchez said.

Daet Municipal Mayor Tito Sarte Sarion welcomed the PLDT, NTTCom, and NEC guests and said that Daet is very pleased to host the PLDT International Cable Landing Station which is being constructed in Barangay Bagasbas in his municipality. This new PLDT cable station will house the ASE cable's state-of-the-art fiber optic equipment and supervisory systems.

"Our municipality of Daet is very fortunate to host one of the most powerful and far-reaching telecommunications facilities not only in the country but the Asia-Pacific."

"We are very excited that, as we welcome the ASE cable landing facilities, we are on the other hand repositioning our town to become the preferred location for telecommunications technology-dependent industries. We will now have PLDT which will make us viable and highly competitive," Sarte Sarion said.

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The two lead orange buoys that landed first on the shore of Daet are presented to PLDT and the town of Daet by the NEC marine construction team. Shown holding the signed buoys are, from left, NEC Corp. Submarine Networks Vice President Osamu Harada, ASE Project Manager Yoshihiko Nishimura, Daet Mayor Tito Sarte Sarion, PLDT Network Services Assurance Senior Vice President George N. Lim, and PLDT Network Planning and Engineering Vice President Gene Sanchez.



Shown in photo is the cable ship, C/S Fu Hai, laying out the ASE cable which was floated to the shore using the orange buoys.

## **About PLDT**

PLDT is the leading telecommunications service provider in the Philippines. Through its three principal business groups – wireless, fixed line, and information and communications technology – PLDT offers the largest and most diversified range of telecommunications services across the Philippines' most extensive fiber optic backbone and wireless and fixed line networks.

PLDT is listed on the Philippine Stock Exchange (PSE:TEL) and its American Depositary Shares are listed on the New York Stock Exchange (NYSE:PHI). PLDT has one of the largest market capitalizations among Philippine-listed companies.

Further information can be obtained by visiting the web at [www.pldt.com.ph](http://www.pldt.com.ph).

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