

PRESS RELEASE

PRYSMIAN WINS THE “FTTH INNOVATION AWARD” WITH BENDBRIGHT 180 μM OPTICAL FIBRE**WITH ITS ULTRA-THIN 180 μM DIAMETER, BENDBRIGHT OFFERS UNMATCHED FLEXIBILITY AND BEND RESILIENCE**

Milan, March 22, 2024 – Prysmian, leader in the energy transition and digital transformation, is proud to announce to be the winner of the “FTTH Innovation Award” for the Passive Infrastructure category, with its groundbreaking optical fibre, BendBright 180μm. This recognition underscores Prysmian's commitment to pioneering advancements in the field of fibre optics and its dedication to delivering cutting-edge solutions to meet the evolving demands of the telecommunications industry.

The FTTH Innovation Award, presented by the FTTH Council Europe, recognises the most innovative FTTH technology product solutions that support the FTTH Council Europe's key objectives like accelerating fibre roll-out, reducing cost and making roll-out more efficient, and promoting sustainable technologies. Prysmian's BendBright 180μm fibre has been selected as a standout innovation, demonstrating unparalleled excellence and ingenuity in advancing optical fibre technology.

BendBright 180μm is currently the only reduced diameter 180μm optical fibre that is already colour coded, and it is designed to address the challenges of deploying fibre optic networks in increasingly demanding environments, without compromising performance or reliability. With its ultra-thin diameter, BendBright offers unmatched flexibility and bend resilience. Its unique attributes make it ideally suited for a wide range of applications, including urban, rural, and indoor environments, where space constraints and challenging conditions present significant obstacles to traditional fibre optic solutions.

"We are honored to receive the FTTH Innovation Award for BendBright 180μm," said Ian Griffiths, VP R&D Digital Solutions at Prysmian when he received the Award in the occasion of the FTTH Conference in Berlin. "This recognition is a testament to our unwavering commitment to innovation and excellence in the field of optical fibre technology. BendBright represents a significant milestone in our ongoing efforts to empower telecommunications providers with advanced solutions that enhance network efficiency and performance."

As the demand for high-speed broadband connectivity continues to surge globally, Prysmian remains at the forefront of innovation, driving the development of next-generation fibre optic technologies that redefine the possibilities of modern telecommunications infrastructure.

Prysmian

Prysmian is a global cable solutions provider leading the energy transition and digital transformation. By leveraging its wide geographical footprint and extensive product range, its track record of technological leadership and innovation, and a strong customer base, the company is well-placed to capitalise on its leading positions and win in new, growing markets. Prysmian's business strategy perfectly matches key market drivers by developing resilient, high-performing, sustainable and innovative cable solutions in the segments of Transmission, Power Grid, Electrification and Digital Solutions. Prysmian is a public company listed on the Italian Stock Exchange, with almost 150 years of experience, about 30,000 employees, 108 plants and 26 R&D centres in over 50 countries, and sales of over €15 billion in 2023.

For more info:

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