Parallel Wireless

MWC CONCIERGE MEETING SERVICES

Introduction

1. Using the **briefing document found below**, you will brief us on the event or format of meeting that you need our help finding guests for. You will tell us about your company and value to your customers and any supporting marketing material we can use in the outreach

2. You will then also brief us on your **ideal target prospects** to attend these meetings or event, looking at their demographics and key target companies

3. A dedicated meeting services **account manager** is assigned to you specifically for the meeting services project, to work with you to define the value proposition, USPs, onsite meeting **logistics and communication flow** according to your needs

4. The Account Manager works with our team of **delegate outreach specialists** to personally engage and secure meetings with your pre-qualified selections on your behalf. The delegate outreach team are experienced multi-lingual professionals, well-briefed and well-versed in securing meetings with high-level industry professionals

5. You are given access to a **real-time agenda** of appointments as it is being filled with qualified, confirmed and briefed meetings

6. The **dedicated onsite team** will assist in helping your guests reach their meetings with you during MWC, sharing reminders and guiding them onsite

7. Once the briefing document is finalized, it will be considered **final and binding,** and we will proceed with scheduling the necessary meetings. No further approval process will be required.

Basic Information

Q2.0
Who will be the **main point of contact** for this meeting services project for MWC 2025?

Name	Hana Gazoli
Role in this process	Main point of contact
Position	Marketing Director
Email	hgazoli@parallelwireless.com
Work number year-round	+972544986800
Onsite MWC number	Same as above

Q2.1
Who will **attend or present at** the meeting/event at MWC 2025 from your organisation?

Name	Yisrael Nov
Role in this process	Meeting with customers
Position	EVP Sales
Email	ynov@parallelwireless.com
Work number year-round	+972546710311
Onsite MWC number	Same as above

Q2.2
For executive meetings booked on your stand or meeting room, please confirm the **stand number**.

For events such as roundtables, please confirm the date, time, location and duration in Q1.1

Hall 5, Booth CS200

Content, messaging and marketing material

Content / Key messages

Q3.0
The purpose here is to get an understanding of the core **value proposition** & **unique selling points** that will be utilized by the audience acquisition team in their outreach activities when communicating with prospects for the meeting scheduling. In **a paragraph or two** (**300- 500 words**), please outline:

- What the core value proposition is and what the USPs are?

- Why should the target prospect be interested? How are we helping them?

- What challenges do we solve/address?

At Parallel Wireless, we empower telecom operators with cutting-edge Open RAN, hardware-agnostic network solutions that drive flexibility, scalability, and cost efficiency. Our comprehensive 2G/3G/4G/5G Macro RAN solutions enhance network security while reducing operating expenses. With a unified, universal architecture, we enable seamless transitions across all generations of mobile technology, ensuring continuous network evolution on a single platform. As a leading Open RAN pioneer, we prioritize innovation and technological flexibility, demonstrating our unwavering commitment to open networks.

We equip telecom operators with the tools to enhance network visibility, streamline operations, and achieve greater agility in their deployments. Our scalable and flexible solutions cater to a range of environments, from rural to urban, public to private, and indoor to outdoor.

Our Open RAN software is deployed with Mobile Network Operators (MNOs) across six continents, forming an open, secure, and intelligent RAN architecture that delivers wireless connectivity worldwide. Our esteemed customers include prominent names such as Axiata Group, IpT, Vodafone, Vodacom, Etisalat, BT EE, Tigo, MTN, and many more. Dating back to 2012, the company boasts a rich portfolio of over 900 worldwide patent filings and has received over 100 innovation awards

With a strong commitment to technological innovation, Parallel Wireless addresses one of the most pressing challenges faced by MNOs: reducing power consumption and lowering the overall Total Cost of Ownership (TCO). Our recent developments include:

- **All-G Hardware-Agnostic Software**: We offer the world's first Distributed Unit (DU) for Open RAN, featuring a single-source software stack that seamlessly operates across diverse processor platforms. This innovation enables MNOs to run their entire network—from 2G to 5G—on any general-purpose processor, including AMD, Intel, and Arm architectures. By freeing operators from proprietary hardware constraints, we deliver significant cost savings, enhanced energy efficiency, and complete supply chain flexibility,

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fostering healthy competition among GPP silicon vendors. MNOs can select the most cost-effective and efficient hardware tailored to their deployment needs while maintaining consistent performance and feature parity.

- **Power Savings:** Our multi-layered approach to power consumption allows MNOs to achieve dramatic reductions in energy costs. Our hardware-agnostic DUs keep inactive components and CPUs powered down, apply intelligent scheduling to optimize each transmission, and enhance energy efficiency across sites.

- **Network Optimization with RAN Intelligent Controller (RIC):** Parallel Wireless's Near Real-Time (near-RT) and Non-Real-Time (non-RT) RAN Intelligent Controller equips operators with advanced capabilities such as admission control, traffic steering, and power-saving xApps. These tools enable intelligent management and optimization of RAN energy consumption, ensuring efficient resource allocation and enhanced traffic management. Additionally, our RIC and xApps improve Quality of Service (QoS) and Quality of Experience (QoE), boosting spectral efficiency through optimized traffic steering and resource allocation.

Parallel Wireless is actively shaping the future of cellular connectivity through its innovative approach to network infrastructure, anticipating a dramatic reduction in power consumption over the next 24 months. Our technology enables more cost-effective and efficient network operations, catering to a diverse global market. Looking ahead, we plan to expand our R&D efforts while maintaining a steadfast commitment to innovation in the O-RAN space, delivering energy-efficient and green solutions. Our most critical mission is to accelerate GSMA's Mobile Net Zero initiative, driving sustainability and environmental responsibility in the telecommunications industry.

Why Parallel Wireless?

Parallel Wireless stands out in the telecommunications industry by offering a unique combination of innovative, energy-efficient, and cost-effective solutions that meet the highest standards of performance and sustainability. Our key differentiators include:

- TCO Reduction: Efficient resource utilization, automation, and flexible deployment options reduce total cost of ownership including both CAPEX and OPEX.
- Energy Efficiency and Sustainability: GreenRAN™ solutions optimize energy usage, surpassing any other energy efficiency solution on the market.
- Spectral Efficiency: Advanced RIC and xApps optimize traffic steering and resource allocation, while optimizing QoS and QoE.
- High-End KPI Demands: Supports all Gs (2G, 3G, 4G, and 5G), including both 5G NSA and SA while meeting and surpassing all the important KPIs.
- Hardware Agnosticism: Only solution supporting all Gs, all RAN components (including DU) on any hardware with the same software stack.
- Kubernetes/Cloud Native: Flexible, stable and scalable solutions.

> • Mature, Open RAN Based: Field-proven technology, passing rigorous testing and validation in real-world scenarios with significant traction, promoting interoperability and innovation.
> • Scalable and Flexible Deployment: Solutions for rural to urban, public to private, and indoor to outdoor environments.

Marketing material/content:

Q3.1
Please provide specific marketing collateral to support the above key messaging.

Please include:

- 1 x **company brief** presentation

- **Links** to the **website** or dedicated MWC landing page

- (optional) 1 or more **Product/Service whitepaper(s)**

> I attached a company bried and presentation.
> Links to a dedicated landing page will be provided once coplete

Target Prospects Brief

Target Companies

Q4.0
If you have a **target list** of companies (**Prospect customers, partners, analysts etc**.) that you would like us to prioritise, when looking for target individuals, please share a list, preferably of **at least 80**:

Spark (New Zealand)	Dito (Philipines	Smart (Cambodia)	U Mobile (malaysia)	Telenor (Pakistan)	U Cell (Uzbekistan)

Telstra (Australia)	Maxis (Malaysia)	Smart Fren (Indonasia)	ATOM Minyamar (India)	Dialog (Sri Lanka)	Bline (Uzbekistan)
TPG Telecom (Australia)	Celcom (Malaysia)	Softbank (Japan)	NPT (Minyamar)	Chungwa Telecom (Taiwan)	Vietnam Mobile
Telkom cell (Indonasia)	Gramephone (Bangladesh)	Bilai (Kazakhstan)	Nepal Telcom	True (Thailand)	Mobilis (Algeria)
Accel mobile (Indonasia)	Ruby (Bangladesh)	Kcell (Kazakhstan)	Jazz (Pakistan)	AIS (Thailand)	Djazzy (Algeria)
Ooredoo (Algeria)	Unitel (Angola)	Unitel (Angola)	Mobicel (Angola	MTN (South Africa)	MTN Cameroon
Orange Cameroon	Vodacom DRC	Orange DRC	Africell DRC	Airtel DRC	Vodafone Egypt
Orange Egypt	Etisalat Egypt	Safariacom Ethiopia	Ethiopia Telecom	MTN Ghana	Airtel Tigo Ghana
Telecall Ghana	Zain Iraq	Asia Cell Iraq	Korek Telecom Iraq	Orange Ivory Coast	MTN Ivory Coast
Moov Ivory Coast	Zain Jordan	Orange Jordan	Safaricom Kenya	Airtel Kenya	Telma (Madagascar)
Airtel (Malawi)	Orange (Mali)	Moov (Mali)	Maroc Telecom	Orange Morocco	Inwi Morocco

Vodacom (South Africa)	MTN (South Africa)	Airtel Mozambique.	9Mobile Nigeria	Glo/Globacom Nigeria	MTN Nigeria
Tmcel Moçambique	Omantel (Oman)	STC (Saudi)	Zain (Saudi)	Orange (Senegal)	Free (Senegal)
Cell C (South Africa)	Rainy (South Africa)	Zian (Sudan)	MTN (Sudan)	Sudani	Vodacom Tanzania
Airtel Tanzania	Yas/Tigo Tanzania	Ooredoo Tunisia	Tunisie Telecom	Orange Tunisia	MTN Uganda
Airtel Uganda	du UAE	Etisalat Abu Dhabi	Yemen Mobile	Sabafon (Yemen)	Econet (Zimbabwe)
A1 (Austria)	Magenta Telekom (Austria)	Azercell (Azerbeijan)	Proximus (Belgium)	A1 Bulgaria	T-Mobile (Czech Republic)
O2 (Czech Republic)	TDC (Denmark)	Elisa (Finland)	Orange (France)	SFR (France)	Bouygues Telecom (France)
Free Mobile (France)	O2 (Germany)	DT (Germany)	COSMOTE (Greece)	NOVA (Greece)	Magyar Telekom (Hungary)

Three Ireland	Wind (Italy)	TIM (Italy)	Iliad (Italy)	Odido (Netherlands)	KPN (Netherlands)
Telenor (Norway)	Telia (Norway)	Orange (Poland)	Play (Poland)	Plus (Poland)	NOS (Portigal)
MEO (Portugal)	Orange (Romania)	Vodafone (Romania)	Digi (Romania)	MTS(Russia)	MegaFon (Russia)
Beeline (Russia)	Movistar (Spain)	Vodafone (Spain)	Digi (Spain)	Telia (Sweden)	Swisscom (Switzerland)
Sunrise (Switzerland)	Kyivstar	Vodafone Ukraine	Lifecell Ukraine	O2 UK	Three UK
Claro (Argentina)	Movistar (Argentina)	Personal (Argentina)	Entel (Bolivia)	Vivo Brazil	Claro Brazil
Rogers Canada	Telus Canada	Bell Canada	Entel (Chile)	WOM (Chile)	Claro Columbia
Movistar (Colombia)	Tigo (Colombia)	Kölbi (Costa Rica)	Altice (Dominican Republic)	Claro Equador	Tigo Guatemala
Digicel (Haiti)	Telcel (Mexico)	Movistar Mexico	AT&T Mexico	Movistar Pero	Entel Peru

Company main activity

Q5.0
Please **additionally** select as many of these **company types** as are relevant to your target prospects. You will also be able to outline industry areas later:

AGRITECH/AGRIFOOD	FINANCE/BANKING/INSURANCE	MEDIA/ENTERTAINMENT - GAMING/VIRTUAL REALITY/AR
APP/SOFTWARE DEVELOPMENT	GOVERNMENT/REGULATORY BODIES	MOBILE NETWORK OPERATOR
ASSOCIATION/NOT-FOR-PROFIT	HEALTHCARE/BIOTECH/PHARMA	MOBILE VIRTUAL NETWORK OPERATOR
AUTOMOTIVE/TRANSPORTATION	INFORMATION/ANALYTICS/BUSINESS INFORMATION	NETWORK INFRASTRUCTURE VENDOR
CLOUD SERVICES	IOT/M2M	OTHER
CONSULTANCY	MANUFACTURING - DEVICES & WEARABLES	RETAIL/E-COMMERCE
CYBERSECURITY/CONTROLS/DATA SECURITY	MANUFACTURING - IT/HARDWARE	SYSTEMS INTEGRATOR
EDUCATION/TRAINING	MANUFACTURING - SOFTWARE	VENTURE CAPITAL/INVESTMENT/M&A
EVENT COMPANY/EVENT SUPPORT		

Companies to Exclude

Q6.0
If you would like us to **exclude** certain companies from the program (such as **existing customers, competitors** etc.) please detail them here:

Mavenir	Ericsson	Nokia	Rakutan	ZTE	Samsung
Fujitsu					

Business Areas/ Job Titles

Q7.0
Finally, please tell us about the **business areas** that your target prospects work in via the list below or provide a list of target areas below:

ADVISORY/STRATEGY/PLANNING/ PERFORMANCE	INFORMATION/DIGITAL/ANALYTICS	PRESS/MEDIA
BUSINESS DEVELOPMENT/SALES/PRODUCT MGMT	INVESTMENT/VENTURE CAPITAL/M&A	RESEARCH/DEVELOPMENT/INNOVATION
CLIENT/CUSTOMER SERVICE	LEGAL/IP	SOFTWARE/DEVELOPER
CONTENT DEVELOPMENT/DISTRIBUTION	MANUFACTURING	SOURCING/PROCUREMENT
FINANCE/ACCOUNTING	MARKETING/ADVERTISING/PR	SUPPLY CHAIN MGMT/DISTRIBUTION
GOVERNMENT/REGULATORY	OPERATIONS MGMT	TECHNICAL/ENGINEERING

HR/TALENT/DIVERSITY	Other	TRAINING/EDUCATION

Q7.1

If there are specific **job titles** or **work areas (at least 20)** that you would like to focus on, please detail them here:

> CTO
>
> CEO
>
> VP Technology
>
> VP Engineering