



(ACN: 057 345 785)

## ASX Announcement

# Clarity appoints Bob Darwin Vice President Utilities to target electricity and water sectors

13 May 2010

Powerlan today announced that Clarity, the leading provider of Unified Telecommunications Operational Management solutions, has appointed Bob Darwin as Vice President Utilities to drive its entry into the global utilities market.

Darwin has more than 30 years' experience working for both utilities and telecommunications organisations, including Telstra, Aurora Energy, Southcorp International and the Hydro-Electric Corporation. He has also been involved in the development of many innovative utility and telecommunications solutions, including a world leading GPON and Broadband Over Powerline solution for Aurora Energy in Tasmania.

Jon Newbery, CEO of Clarity, commented: "I am delighted to have Bob on board. His experience and understanding of this sector is unsurpassed. He will be responsible for the business development and market strategies that will support innovation and change in this new market. This will be a challenging role, but one that I am sure will be fundamental to the continuing growth of Clarity over the next two to three years."

Utilities face major challenges and unprecedented levels of change as they transform from relatively simple one-way networks to intelligent, real-time, two-way networks where customers can both import and export energy. Currently many utility networks use dated, and often purpose-built, proprietary management systems and telecommunications networks. Unified telecommunications systems will be an essential underpinning for new network capabilities and for managing the demands placed on these complex systems.

"For some months we have been exploring the strategic potential of applying the Clarity solution to the broader utilities market," Newbery continues. "With smart metering and smart grids just around the corner, we feel the time has come to enter this market. We can help utilities to unify their many disparate telecommunications systems and lay the foundations for the transformation to an intelligent grid. Clarity Utilities will provide a standards based, unified operational management capability for this sector, as we have already successfully done in telecommunications markets worldwide."

Clarity is currently working with a major Australian utility to control legacy networks and integrate with more recent AML and Smart Grid solutions.

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### About Powerlan

Powerlan Limited (ASX: PWR) provides specialist information technology products and services through four operating divisions:

- Clarity ([www.clarity.com](http://www.clarity.com)) offers carrier-grade Operational Support Systems (OSS) and Network Management Systems (NMS) software solutions for telcos and enterprises.
- ConverterTechnology ([www.convertertechnology.com](http://www.convertertechnology.com)) provides software and services to help enterprises capitalize on the benefits of Microsoft Office 2007.
- IMX Software ([www.imxsoftware.com](http://www.imxsoftware.com)) provides a full portfolio of solutions to manage the international trading of banknotes, precious metals, foreign exchange and any other financial or stored value instrument including travellers cheques, pre-paid cards, international banker's drafts and money transfers.
- Omnix Software ([www.omnixsoftware.com](http://www.omnixsoftware.com)) provides specialised software solutions for mobile telecommunications operators that address the specific project delivery, property management and asset management requirements of complex 2G, 2.5G, 3G and 4G/LTE wireless networks.

All divisions are incorporated and operate as self-contained companies.