



(ACN: 057 345 785)

ASX Announcement

Clarity to enable Australian industry innovation with the Institute for a Broadband-Enabled Society

10 September 2010

Powerlan today announced that Clarity, the award winning provider of unified Telecommunications solutions designed to simplify the operation and management of telecommunications networks, has joined the Industry Partner Program at the University of Melbourne's Institute for a Broadband-Enabled Society (IBES).

Clarity will be deploying its operational management software for the use of IBES Industry partners and researchers, who use the lab to test and verify new broadband applications and business models. The Clarity operational software makes it easy for application and content providers to deploy their services over broadband networks. It provides an online catalogue for service providers to offer their own and third-party products to end customers; activates and bills for those products and services; and assures quality of service. By using the Clarity software, IBES Partners and researchers are able to focus on their core products, without needing the skill sets to manage network complexities.

IBES Director Professor Rod Tucker says, "Clarity will help IBES to integrate its innovative, next generation applications into the network. Using Clarity's technologies, IBES researchers will be able to precisely emulate NBN-like scenarios. The societal impact of the NBN will be profound and as a result, organisations like IBES will be able to develop new technologies, applications and services that will be in high demand as other nations follow Australia's lead."

Jon Newbery, Chief Executive Officer at Clarity says, "The IBES test lab is very exciting for the Australian IT community as it gives us the opportunity to develop capabilities, products and services that will be highly exportable to the rest of the world. The potential return for Australian IT exports, in terms of products, services and IP, is enormous. Being an Australian business itself, Clarity is excited about the partnership with the IBES and being a foundation partner for the future of Australian IT innovation."

IBES is a research and development venture that focuses on the full range of applications and technologies relating to next-generation broadband. It combines the University of Melbourne's world-leading research in broadband technologies and applications, such as e-health, e-education, digital environments, culture and communications, and legal and regulatory issues related to broadband, together with a state-of-the-art test-bed laboratory which uses 'fibre to the home' and wireless technology to demonstrate realistic broadband operation.

The IBES Industry Partner Program promotes and facilitates collaborative interactions between partners and the Institute. It assists industry players with the aspects of network design and planning, product development and improvement that they need to deliver innovative, communications products and services.

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About Powerlan

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

- Clarity (www.clarity.com) incorporating the Intellectual Property acquired from Omnix Software Ltd and Dot Communications Pty Ltd, provides proven, pre-integrated solutions that are used by service providers to roll-out and manage networks, develop and sell market leading products, fulfil customer orders and assure the quality of customer services for multi-vendor, multi-service networks.
- ConverterTechnology (www.convertertechnology.com) provides software and services to help enterprises capitalise on the benefits of Microsoft Office 2007 and 2010.
- IMX Software (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.

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