



(ACN: 057 345 785)

ASX Announcement

Clarity Champions Smart Grids at Management World 2011

Tony Kalcina, TM Forum Advisory Council Member, to present to industry on Smart Grid Revenue Opportunities at Dublin Event

23 May 2011

Powerlan today announced that Clarity, the award-winning provider of unified solutions designed to simplify the operations of communication service providers and utilities, is participating in the TM Forum's Smart Grid events at Management World 2011, which takes place in Dublin from 23rd-26th May.

- **Empowering a Smart Society** - Tony Kalcina, Executive Director of Clarity, and Member Lead for TM Forum's Smart Grid Collaboration Community, will be presenting on the Revenue Opportunities for Telecoms and ISV's in the emerging Smart Grid Market.
- **Energy Smart Grid Catalyst** - Clarity is honoured to be participating in this year's Catalyst program. Energy Smart Grids are just now emerging from Pilot phases and beginning to move towards wider implementations. This Catalyst will demonstrate how telecom industry artefacts and lessons learned will enable new markets.

"Clarity's recent announcements on Western Power and the Singapore's Intelligent Energy System (IES) highlight how the sophisticated operational management capabilities developed for telecoms is applicable to the Smart Grid industry" commented Kalcina. "Utilities need to efficiently manage their communication grids and simplify the complexities of managing multiple vendors and technologies, which are needed to support the real-time communications between customers' homes and appliances across any last mile solution. The Management World program is pivotal to sharing knowledge and demonstrating the value of TM Forum Framework as a cross industry enabler."

Management World 2011 takes place at the Dublin Convention Center between 23-26 May. To secure a meeting with one of Clarity's representatives at Management World, or to learn more about Clarity's presence at the event, contact Alison Ruttens at aruttens@clarity.com.

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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.