POWERLAN

(ACN: 057 345 785)

ASX Announcement

Clarity to Sponsor Management World 2011

Clarity Promotes Smart Grid and Cloud Initiatives at Leading Industry 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, will have a high-profile presence at Management World 2011, which takes place in Dublin from 23rd-26th May.

Clarity will be available throughout the event to demonstrate how its unified solution is used by operators to:

- Manage complex network equipment deployments
- Automate order fulfilment for fast and efficient delivery
- Assure superior quality of networks and correlated services
- Reduces network incidents and time to restore services
- Provide new market channel capabilities and revenue streams

Other Clarity event highlights include:

- **Theatre Presentation** - regular, live presentations on Clarity's expo booth (#57) of 'Unified Operational Management', including end to end execution of Order to Cash, Trouble to Resolve and Plan to Operate
- **Latest Product Initiatives** - hear about the latest innovations and enhancements from Clarity's team of product specialists
- **Clarity in the Cloud** - learn about Clarity's cloud base offerings for network deployment and contractor management, market channel expansion, and multi-tenancy OSS
- **Energy Smart Grid Catalyst** - Clarity is a proud participant of this year's Catalyst program. Come and hear about real customer's experiences and plans for OSS, communications and smart grid management

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.

With more than 770 member companies in 200 countries, TM Forum is the world's leading industry association focused on enabling best-in-class IT for service providers in the communications, media and cloud service markets. The Forum provides business-critical industry standards and expertise to enable the creation, delivery and monetization of digital 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.