



(ACN: 057 345 785)

ASX Announcement

Clarity Sponsors Industry Collaboration and Education Event

Clarity is the exclusive sponsor of TM Forum's Regional Spotlight in Sydney

8 March 2011

Powerlan today announced that Clarity, the award-winning provider of unified telecommunications solutions designed to simplify operations, is partnering with the TM Forum to deliver its Regional Spotlight for the Australian service provider community.

With more than 770 corporate members 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 monetisation of digital services.

Keith Willetts, Chairman of TM Forum says, "The inaugural Sydney event is an excellent opportunity for service providers from the region to explore how to take advantage of new business models affecting the industry. We'll be discussing a host of issues and opportunities including new revenue streams in the emerging smart grid and cloud markets; multimedia and content service delivery framework development; along with an update from the NBN Co on how their work is contributing to the TM Forum's collaborative standards development for wholesale infrastructure operations."

Tony Kalcina, Chairman of the TM Forum's Smart Grid Collaboration Group and Executive Director at Clarity, will be joined by other keynote speakers:

- Michael Lawrey, Executive Director for Architecture, Online and Media, Telstra
- Gregory Tilton, General Manager, Systems Architecture and Technology, NBN Co
- Michael Harte, Group Executive Enterprise Services, and Chief Information Officer, Commonwealth Bank
- Niles Howsare, Head of NOC, Globe Telecom, Philippines
- Carlos Carpio, OSS Implementation Project Manager, Western Power

Tony will discuss how the delivery of a ubiquitous national broadband network provides a unique entrepreneurial opportunity not seen since the advent of the worldwide web in the 1980's. He will analyse the impacts of the NBN to the telecom industry, exploring the relevance of telecoms in a post NBN world, highlighting revenue opportunities in a new 'Smart Collaborative Society'.

"As the leading telecoms software provider in the region, it's both an honour and our duty to get involved in the rich discussions that the TM Forum is facilitating right here in Australia" said Jon Newbery, Chief Executive Officer at Clarity. "In particular, we believe that commitment to TM Forum standards is essential to provide best practice solutions to our customers. As Australia implements a world leading national broadband network,

many local organisations are being presented with tremendous business opportunities that require critical business transformation. The TM Forum plays an essential role in driving the innovation that we at Clarity envision for our local telecommunications industry.”

The TM Forum’s Regional Spotlight event takes place at the Sydney Harbour Marriott Hotel on Wednesday 16 March 2011. For more information visit <http://www.tmforum.org/Conferences/Sydney/10115/Home.html>.

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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.