



Novera Appoints VP

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PALO ALTO, Calif. -- Novera Optics, a developer of fiber optic access solutions, has appointed telecommunications industry veteran Bernd Hesse as vice president of marketing and business development. Hesses' experience with passive optical networks (PONs) is a valuable new resource in advancing Novera Optics' Successes in solving bandwidth access challenges with its next-generation point-to-point connection solutions.

"Bernd is an expert both in the use of fiber optic technologies in the telecommunications sphere and in the business development of young companies such as ours," said Dr. Yoon Kim, CEO and founder of Novera Optics. "As we continue our already-successful efforts in developing cutting-edge, cost-effective FTTx solutions, Bernd's leadership will serve us well in many capacities."

Hesse brings to Novera Optics more than 20 years of accomplishments in the international telecommunications market. In his previous position as director of marketing for Centillum Communications, Hesse led the product management and marketing activities of the company's new optical business unit for EPON and transceiver chips. Earlier positions include cofounder and vice president of business development at optical switch developer Optunix (now FiberZone Networks) and optical market development manager in Cisco Systems' SPLOB (Service Provider Line of Business).

Hesse was also founder and principal of HB Consulting, providing marketing and business development support to startup companies. Before launching the company in 1998, he spent nearly a decade with Raynet International GmbH and Ericsson Inc., which acquired Raynet in 1995. As Raynet's senior project manager, Hesse was responsible for the successful first deployment of PON technology, which included hundreds of thousands of subscribers. Hesse holds a master's degree in telecommunications from the University of Siegen, Germany.

"When I first saw the compelling solution that Novera Optics is developing, my experience in the telecommunications access and PON market convinced me that the company is poised to have a major influence on this fast-growing industry," said Hesse. "Today's access challenges revolve around the difficulty of accurately predicting how much bandwidth telecommunications providers will need on the edge of their networks. The best solution is clearly point-to-point access, which the Novera Optics solution provides over a physical infrastructure based on a point-to-multipoint connection. I'm very excited to join Novera Optics as the company starts to make a real difference in the industry." □