**Azimuth Systems**
**Company Thought Leadership Program Summary**
**2004-2009**

SVM has worked with broadband wireless test equipment leader Azimuth Systems for more than four years to position the company and its executives to the industry as the wireless testing experts. In addition to hundreds of standard media placements such as company mentions in news and industry trend articles, new product announcements, customer wins, etc., SVM implemented a highly successful thought leadership program that has included the placement of over 25 authored articles in key publications and websites.

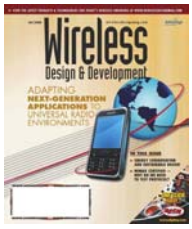
**LTE – Fast Internet or a Whole Lot More?: Channel Emulators Help Test Next-Generation Networks**
*Last Mile*, March 11, 2009
As the mobile Internet vision develops and more and more glitzy applications and devices emerge to deliver the ultimate gadget or a business enabling tool, one has to stop for a moment and wonder how and if these devices and services will all work together.


**Driving the Convergence Between Fixed and Mobile Communications into the Mainstream**
*EDN*, March 2009
Co-authored by Graham Celine, Azimuth Systems, and Sandy Fraser, Agilent Technologies
Sustainable consumer demand for converged Wi-Fi-plus-cellular applications and services will depend on carrier-grade FMC services that deliver a good end-user experience. Before you can achieve these benefits, however, FMC products need to deliver the same quality as today's cellular-only services.

**Testing LTE and WiMAX OFDM/MIMO-Based Systems**
*Wireless Design & Development*, March 2009
Mobile wireless ystems have dramatically evolved over the past two decades. Commercial wireless networks in the early 1980s provided low-capacity, voice-only

services, whereas, in today's world, a growing number of mobile wireless networks are evolving to support higher capacity throughput for data-hungry applications.


**Wireless Testing: The Critical Link for Reliable 4G Communications**
*Embedded Computing Design,* August 2008
4G wireless technologies and standards including WiMAX and Long-Term Evolution (LTE) have become the future hope of the industry, promising throughput and range to support an expanded set of capabilities.




**Adapting Next Generation Applications to Universal Radio Environments**
*Wireless Design & Development,* July 2008
4G wireless, including the 3GPP Long Term Evolution (LTE) standard and WiMAX based on the expected 802.16m standard, promises to deliver the wide range of services that users demand, but it requires complex RF technologies to achieve its goals.


**Fixed-Mobile Convergence Mobility Performance Testing**
*Evaluation Engineering,* June 2008
The rich availability of Wi-Fi connectivity and the universal demand for constant access to voice and data communications are driving consumer and enterprise demand for converged Wi-Fi/cellular applications and services.


**Performance WiMAX and Wi-Fi Product Design Demands Effective Channel Emulation**

*Conformity Magazine,* April 2008
Services utilizing next-generation mobile wireless technology (like WiMAX or 802.11n Wi-Fi and, in the future, LTE, UMB, and 802.16m) represent an important next step in the drive to broaden end-user access to high-speed wireless communication, information and advanced data, voice and video services.


**Comprehensive WiMAX and Wi-Fi Product Design Demands Effective Channel Emulation**
*Microwave Engineering Europe***,** April 2008
As WiMAX and Wi-Fi become increasingly popular, the stakes increase for vendors servicing the market and the engineers developing new products. Both standards are in the midst of a MIMO technology transition, providing further incentive to find new design and verification tools that can accelerate development of higher performance products.

**Effective Channel Emulation for WiMAX, Wi-Fi Products**
*Nikkei Electronics Asia***,** March 2008
Next-generation mobile wireless technology represents an important step in the drive to broaden access to high-speed wireless services. In-lab controlled channel emulation is central to accurately characterizing the effect of multi-channel RF interactions on the conformance, performance and interoperability of WiMAX and Wi-Fi systems for both MIMO and SISO (single input single output) implementations.


**Meeting the Testing Challenges of Emerging Wi-Fi Enabled Devices**
*Conformity Magazine,* January 2008
The use of Wi-Fi connectivity in non-PC based mobile devices, such as MP3 players, dual-mode cellular and Wi-Fi VoIP phones, video games, printers, smartphones, PDAs

and televisions, is rapidly growing. The industry, however, is quickly discovering the complexity involved in incorporating Wi-Fi into a product design, and the difficulties of testing connectivity.

**Functional MIMO Testing For 802.11n**
*Evaluation Engineering,* August 2007
With the promise of greater throughput and range capabilities, 802.11n will enable new voice, video, and data applications that demand greater performance. Proper test and measurement of device and network capabilities are critical to ensure the success of this growing market.

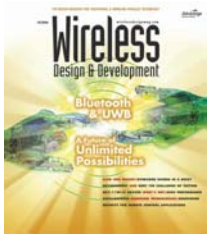
**Effectively Testing MIMO-Enabled Wireless Devices**
*RF Design,* August 2007
Multiple input, multiple output (MIMO) technology, the foundation for the next generation of Wi-Fi products, leverages multiple transmit and receive antennas to deliver greater wireless throughput and range, enabling ubiquitous high-speed voice, video and data services. Today, three basic methods can be used to test MIMO-enabled devices.

**Certification Testing of Wi-Fi Mobile Devices**
*RF Design*, June 2007
The integration of Wi-Fi technology in mobile devices such as smartphones, PDAs, and a host of other platforms is continually growing. For companies, test labs, and industry groups like the Wi-Fi Alliance that are testing the interoperability of these new products, this becomes a challenge of scope that clearly needs to be addressed.


**Critical WiMAX Product Design and Testing Demands Effective Channel Emulation**
*RF Design* , March 2007
Multiple-input multiple-output (MIMO) technology is the foundation of the next generation of mobile WiMAX products. In lab-controlled channel emulation, using a channel emulator is required to accurately characterize the effect of multichannel RF

interactions on the conformance, performance and interoperability of MIMO and single-input single-output (SISO) WiMAX systems.


**Meeting the Testing Challenges of Wi-Fi-enabled Devices**
*RF Design*, January 2007
Familiarity with the guidelines and methodology of the standardized approach used by the Wi-Fi Alliance test engine for the certification of Wi-Fi-enabled application-specific devices (ASDs) can streamline the certification process and facilitate the performance testing of these wireless designs.



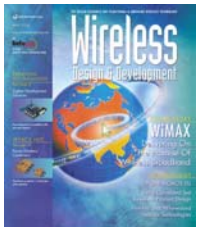

**802.11T: Standardizing Wi-Fi Test Metrics**
*Wireless Design & Development*, October 2006
The testing of Wi-Fi is much more challenging than testing traditional Ethernet networks. Testing in accordance with 802.11T will help ensure that 802.11 products meet the challenges and demands of enterprise networks.


**Channel Emulation for Improved MIMO Product Design**
*Wireless Design & Development*, September 2006
MIMO technology will be the foundation for the next generation of Wi-Fi products. Effective testing methodologies are becoming increasingly important for Wi-Fi chipset vendors and system manufacturers.....


**Pre-Deployment Testing of Wireless Mesh Networks**

*Evaluation Engineering,* August 2006
A new and resilient Internet infrastructure presents a set of unique testing challenges.


**Ensuring Next-Generation Performance from 802.11n Products**
*Electronic Design,* July 20, 2006
The IEEE 802.11n standard will specify next-generation Wi-Fi products with performance that greatly exceeds current solutions. To truly deliver the performance offered by 802.11n, vendors must be particularly diligent in testing their products.




**Using Correlated Test Results to Improve Wi-Fi Product Design, Part I**
*Wireless Design & Development,* May 2006
The evolution of WLANS has resulted in a steady stream of new technologies and products. Wireless system designers are well aware that the complex wireless environment — with its myriad of variables such as RF, interference and multi-path reflections — can impact the success or failure for new products.

NETWORKWORLD

**802.11T puts WLANs to the Test**
*Network World,* March 13, 2006
Buyers of Wi-Fi equipment and systems must be assured that all products have the performance and stability to carry mission-critical applications and data. However, testing of Wi-Fi, or 802.11, devices and systems for performance and stability is a challenge for the industry because of the complexity of the 802.11 protocol.


**Creating Wi-Fi Test Metrics**
*Wireless Design & Development,* May 2005
The constant mobility of the wireless LAN user coupled with the inherent instability of

the unwired medium - air - make the 802.11 protocol an order of magnitude more complex than equivalent wired protocols.


**Cellular or Wi-Fi?**
*Test & Measurement World,* April 2005
As the adage goes: "The good thing about standards is that there are so many of them." Does the world need yet another one?

Wireless Design & Development

**Next Generation Voice Testing**
*Wireless Design & Development,* April 2005
As cellular and Wi-Fi technologies converge, platforms such as VoIP and VoWi-Fi, along with Wi-Fi enabled handsets, will call for a new paradigm for voice testing in the unlicensed spectrum.

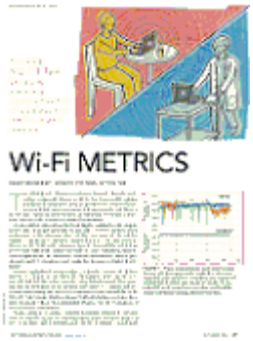

**Metrics And Methods Bring VoWLAN Success**
*Wireless Systems Design,* March 2005
Emerging standards, suitable metrics, and appropriate testing methods smooth the way for the deployment of voice over WLAN.


**WLAN Testing Relies On Controlled RF**
*Wireless Systems Design,* February 2005

Emerging 802.11 Test Methods Accurately Validate WLAN Solutions By Controlling RF Interference In A Cabled Environment.


**Effective WLAN Testing Begins to Emerge**
*Wireless Systems Design,* January 2005
WLAN Designers must Analyze Performance, Scalability and Mobility Metrics with a Reliable Real World Approach.

**Wi-Fi Testing Using a Cabled RF Environment**
*Wireless Design & Development,* December 2004
As Wi-Fi technology matures, wireless LANs are moving from the relatively tolerant SOHO market to the demanding enterprise. Enterprise IT managers need accurate performance data on wireless systems to ensure the interoperability, functionality, and performance of the wireless infrastructure.




**Wi-Fi Metrics**
*Test & Measurement World,* October 2004
The 802.11 Wireless Local Area Network (WLAN) technology commonly known as Wi-Fi has been steadily gaining popularity. The 802.11T Task Group is pursuing standardization of test metrics and methods. This article addresses the metrics and the need for them.