



2019 Advertising Campaign

# THE WORLD'S COMMUNICATION PLATFORM

# Press



## You connect, you grow and together we evolve

Enter an interactive ecosystem based on a global communications network in constant evolution, whose governance ensures the creation of value for customers, suppliers and partners, every day. With its IP&Data, Cloud & Data Center, Corporate, Mobile and Voice Platforms, Sparkle actively takes part in the development of worldwide communications, providing the best global connectivity solutions to Carriers, ISPs, OTTs, Content and Service Providers, Mobile Operators and Corporate Customers before they know they need them. Because we're always looking ahead.

**Sparkle. The world's communication platform.**

 **SPARKLE** | IP&DATA  
PLATFORM

 **SPARKLE** | CORPORATE  
PLATFORM

 **SPARKLE** | CLOUD & DATA CENTER  
PLATFORM

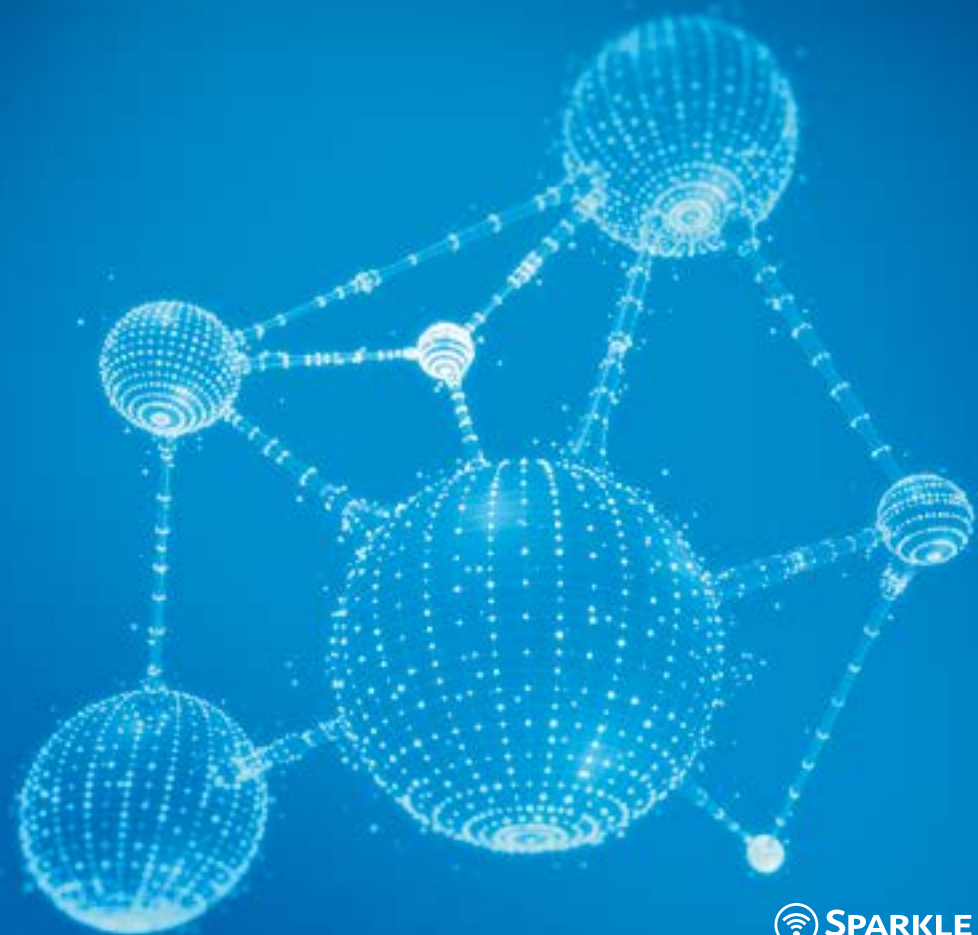
 **SPARKLE** | MOBILE  
PLATFORM

 **SPARKLE** | VOICE  
PLATFORM

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 **SPARKLE** | IP&DATA  
PLATFORM



## You connect and together we evolve

**Sparkle invests on the deployment of BlueMed, the new submarine multi-fiber cable linking Palermo with Genoa up to Milan**

BlueMed will provide advanced connectivity between the Middle East, Africa, Asia and the Europe's mainland hubs with up to 50% latency reduction compared to the existing terrestrial cables connecting Sicily with Milan. The new cable will cross the Tyrrhenian Sea connecting Sparkle's Sicily Hub open data center in Palermo with Genoa's new open landing station, directly connected to Milan's rich digital ecosystem. BlueMed will grant complete diversification to the terrestrial routes and to the overcrowded corridors that cross the Mediterranean west of Sardinia, making Sparkle's Mediterranean Backbone the largest, most advanced and most reliable system in the Region.

Discover Sparkle's IP&Data Platform, an interactive ecosystem based on a global communication network in constant evolution. Its governance ensures the creation of value for customers, suppliers and partners, every day, before they even know they need it. Because we're always looking ahead.

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## You grow and together we evolve

**Sparkle recognized as Data Center of The Year in Greece**

Sparkle operates a network of advanced proprietary Data Centers in Athens, Istanbul and Palermo providing a full range of integrated ICT solutions that, bundled with Sparkle's global connectivity services, make Sparkle Data Centers particularly appealing for service providers as well as multinational and domestic enterprises. Its steady investment in the Cloud and Data Center business is constantly directed at building new facilities and implementing its latest technology infrastructures. Sparkle was awarded the prestigious title at Infocom in Athens, the largest conference for Telecom, IT and Media players in South Europe.

Discover Sparkle's Cloud & Data Center Platform, an interactive ecosystem based on a global communication network in constant evolution. Its governance ensures the creation of value for customers, suppliers and partners, every day, before they even know they need it. Because we're always looking ahead.

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## We collaborate and together we evolve

### Sparkle wins Enterprise Application of the year for Media at MEF17 Excellence Awards

In partnership with Aldea, Sparkle has developed a video transport solution that combines the superior performance of Carrier Ethernet with the flexibility of Bandwidth on Demand, applicable to both permanent and occasional use of video services and transport of linear channels, along with the highest quality video solutions required for special events. Discover Sparkle's Corporate Platform, an interactive ecosystem based on a global communication network in constant evolution. Its governance ensures the creation of value for customers, suppliers and partners, every day, before they even know they need it. Because we're always looking ahead.

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## You move and together we evolve

### Sparkle launches Signalling Protection Suite, a new and complete suite of security services for signalling connectivity

As an evolution to its SMS Booster solution, Sparkle launches Signalling Protection Suite, a sophisticated all-in-one package that protects mobile operators' signalling network by detecting and blocking unauthorized traffic, therefore preventing potential privacy loss, operational instability and revenue loss. A set of advanced security services such as vulnerability testing, best practice compliance assessment, signalling firewall and security monitoring for real time detection of anomalous activities protects the entire signalling network perimeter, both national and international. Discover Sparkle's Mobile Platform, an interactive ecosystem based on a global communication network in constant evolution. Its governance ensures the creation of value for customers, suppliers and partners, every day, before they even know they need it. Because we're always looking ahead.

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## You talk and together we evolve

**Sparkle launches Voice & SMS Express, the best choice for enterprises, SMS aggregators and voice operators to deliver Voice and SMS traffic**

The new concept for Voice and SMS traffic delivery: easy, flexible, express. The first fully integrated Pay-as-You Go online SMS and Voice platform that offers an end-to-end solution for enterprises, SMS aggregators, system integrators and voice operators around the globe that require a fast, easy and dynamic traffic delivery. Through a mobile and tablet friendly web portal, Voice & SMS Express customers can quickly and easily deliver SMS and voice traffic to segmented targets, leveraging Sparkle's global interconnections. Discover Sparkle's Mobile Platform, an interactive ecosystem based on a global communication network in constant evolution. Its governance ensures the creation of value for customers, suppliers and partners, every day, before they even know they need it.

Because we're always looking ahead.

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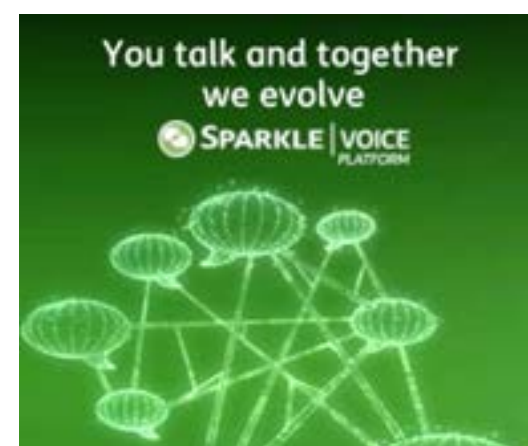
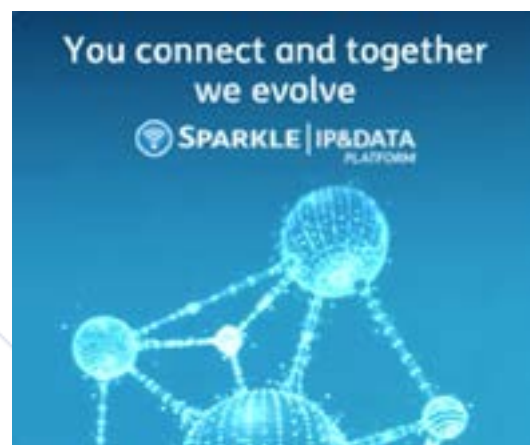
# Web



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# Web



# Corporate Video

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