



2020 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.

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 **SPARKLE** | CLOUD & DATA CENTER
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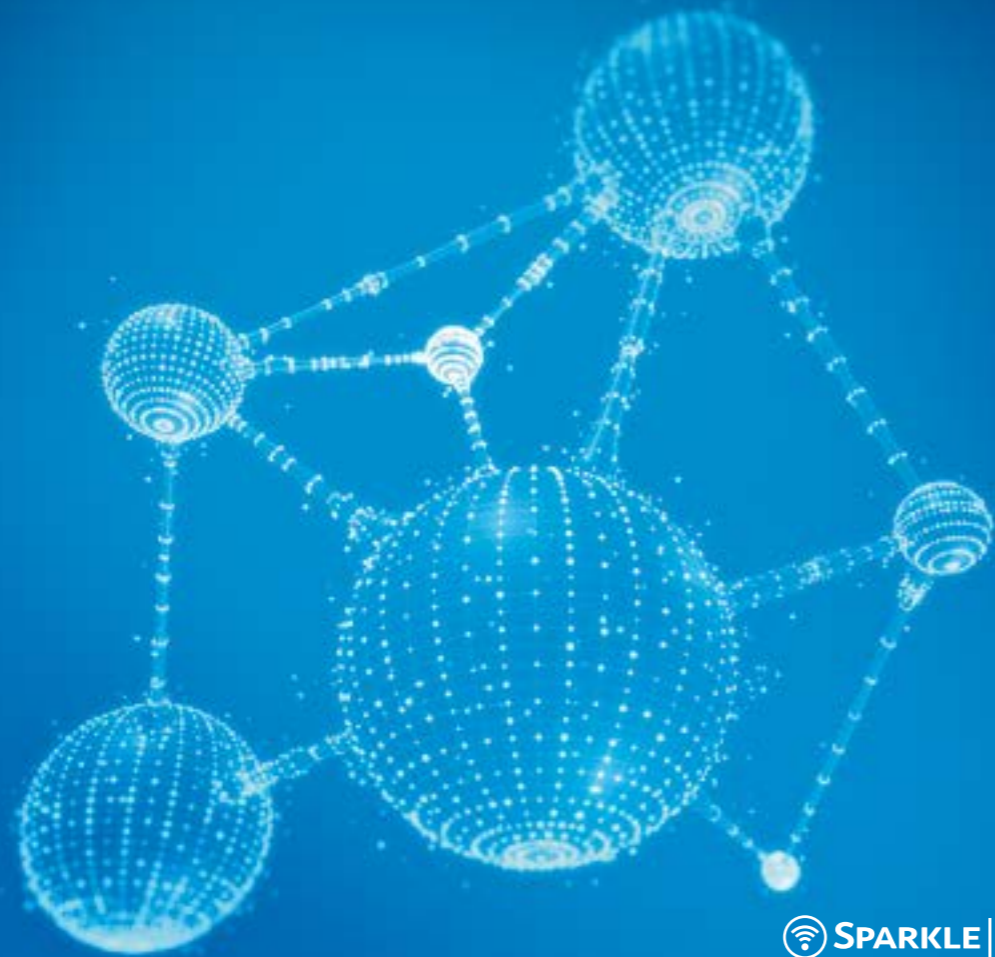
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You connect and together we evolve

Sparkle Adds Fiber Pair on Curie Submarine Cable to Its Assets in the Pacific

Sparkle expands its American backbone with a fiber pair on the Curie submarine cable system connecting Chile to the US. The fiber pair on Curie is fully integrated with Sparkle's global backbone, increasing redundancy and offering a fourth diversified route to connect North and South America, in addition to Seabras-1 connecting Brazil to the US and to two more cables on the Atlantic and Pacific sides. With these new developments, Sparkle offers the best performance in terms of latency and robustness, catering to the huge data demand driven by new technologies, media platforms and cloud-based services. 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 commits to environmental sustainability for its Data Centers

Sparkle operates advanced proprietary data centers in Athens, Istanbul and Palermo, providing a full range of integrated ICT solutions, from colocation to cloud, to carrier-grade global connectivity services. Its steady investment in the cloud and data center business is directed at building new green facilities, implementing the latest technology infrastructures and creating energy-efficient systems for improved sustainability. The first data center provider in Greece certified for its environmental management system, in 2019 Sparkle was awarded the *Cloud Service of the Year* prize at the InfoCom World Conference. 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 launches a Safety package to support digital transformation during the health emergency

Digital services are an extremely powerful resource that help keep everybody connected, especially in times of crisis and social distancing. Sparkle has designed a suite of videoconferencing, telemedicine, distance learning and remote connectivity solutions to help institutions and enterprises connect their internal and external environments safely and efficiently.

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 Paves the Way for 5G Roaming Between Europe and the Middle East

With the establishment of a 5G data roaming interconnection between TIM and Etisalat, Sparkle sets the path for 5G roaming globally. Thanks to its IPX and Diameter solutions' advanced monitoring tools and proximity interconnections, Sparkle provides high-speed, low latency and resilient 5G data connectivity to enable mobile users to access innovative communication services wherever they are in the world. 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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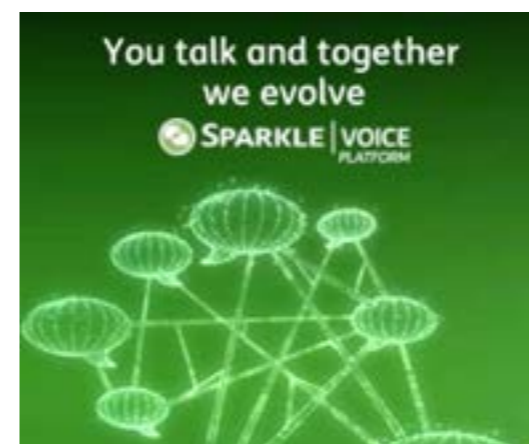
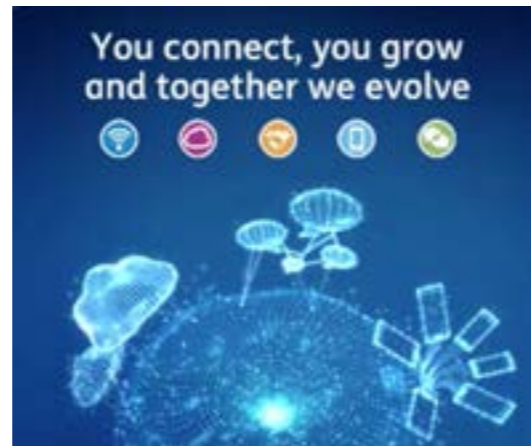
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