



PRESS RELEASE

INDUSTRY LEADER JOINS PARADIGM

Paradigm Appoints Stephen Rudd to Develop International Business



Paradigm is pleased to announce the appointment of Stephen Rudd to further develop its international business, primarily in the Middle East and Asia.

He joins Paradigm from Vislink where he was most recently CEO and previously held the roles of Managing Director of Advent Communications and heading up Vislink Group's Asia Pacific operation out of Singapore. Rudd has a successful track record of developing international business and revenue streams and putting business plans into practice.

Rudd will be selling Paradigm's whole product range and his initial key focus will be the newly-released Swarm45. The high data rates and fast, simple setup of the flat panel, ultra-portable Swarm45 terminal has been causing quite a ripple through the industry. Initial feedback from defence and broadcast customers show that its BGAN-like simplicity and high VSAT speeds outclass any other similar terminals currently available.



The ultra portable Swarm45 showing airline cabin-friendly packaging.

Ulf Sandberg, Managing Director of Paradigm, said: "I have a huge amount of respect for Stephen and for what he has achieved within the satellite industry. His

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appointment underlines the significance of these overseas markets to Paradigm and the market potential of the Swarm45.”

Stephen Rudd, International Business Development said: “I am delighted to be joining Paradigm at such an exciting time for the company. The launch of the Swarm45 with its high data rate capabilities has not only been proven as a deliverable on the Ka-Band networks but also it offers the versatility to provide services on other High Throughput Satellites in other bands. Overall this creates some impressive market opportunities in many key sectors.”

Rudd will be stepping up Paradigm’s Business Development activities, focussing especially on the Middle East and Asia.

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For further information

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About Paradigm

Paradigm provides optimal, innovative and reliable satellite communication and control solutions at a competitive price.

Paradigm is a UK-based, independent and privately owned company with Europe’s largest satcom warehouse. Incorporating an extensive logistics capability, Paradigm is able to deliver extremely efficient and cost-effective global services and unique solutions, from the provision of satcom equipment and terminals to the design and installation of complete turnkey systems.

Paradigm has extensive engineering experience designing and delivering customised satellite terminals and earth stations for a wide range of industries and sectors, developing close relationships with customers, and giving valuable insight into their key requirements.

For more information, please visit www.paracomm.co.uk

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