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# Leading Korean Triple-Play Provider, Hanaro Telecom, Deploys Procera's Network Traffic and Application Management Solution

*Second-Largest Broadband Provider in Korea Leverages PacketLogic's Traffic Shaping and Flexible API to Provide Competitive IP Video Services to Customers*

**LOS GATOS, CA – (MARKET WIRE) – 11/13/2007** — Procera® Networks, Inc. (Amex: PKT), a pioneering developer of telco-class network traffic and service management infrastructure equipment, and iTEC Technologies Ltd., a leading integrator of broadband communications solutions in Korea, today announced that Hanaro Telecom, a leading triple-play provider in Korea, has deployed Procera's award-winning PacketLogic solution to manage network bandwidth for the hanaTV IP video service.

Launched in mid-2006, hanaTV has gained more than 650,000 subscribers in its first year of offering high-quality video content including local movies and programming as well as Hollywood films. Internet-based video services are highly susceptible to latency and general network delays which can degrade performance and quality of service (QoS), resulting in customer dissatisfaction and churn. hanaTV's quality assurance department conducted an extensive review of network traffic management solutions and selected Procera's PacketLogic for its robust traffic shaping and statistics capabilities, as well as its Python-base API. Through the API, Procera and iTEC have provided hanaTV with customized capabilities to streamline reporting and management across its large network.

"In our marketplace, we compete with the national incumbent service provider as well as cable operators and others, and the quality of our service is one of our key differentiators," said Yoon Gwan Kim, head of the quality assurance team for hanaTV. "Through PacketLogic, we are able to monitor network speed data in real-time, across hundreds of thousands of active customers, and intervene if needed to maintain the highest-quality service for our users. The highly accurate statistics provided by the system also allow us to identify usage trends and patterns, and adapt our content offerings to meet subscribers' interests – which gives us a competitive edge as well."

"As Internet-based services and applications – including video-on-demand and IPTV – continue to proliferate across the globe, it has become critically important for service providers to be able to accurately and efficiently manage traffic and services to maintain a quality customer experience," said Albert Lopez, vice president of worldwide marketing for Procera Networks. "PacketLogic's highly accurate and scalable Deep Packet Inspection engine gives service providers the utmost in management and control of their networks, allowing them to deliver highly attractive services to their end-customers."

"We have deployed Procera's PacketLogic for multiple customers in Korea, and the solution has received universal acclaim for its robustness, flexibility and overall performance," said I.S. Song, CEO of iTEC Technologies, Ltd. "We are very pleased to work with Procera Networks on this prestigious deployment."

The PacketLogic product family includes the PL5600, PL7600, PL7620 and PL9200 models, which range from 2 Mbps to 8 Gbps bidirectional throughput capacity. The modular software

design includes the core Surveillance module and optional Filtering, Traffic Shaping, Statistics and Web Statistics modules.

## About Hanaro Telecom

Hanaro Telecom, the second largest broadband service provider in Korea, has been offering Internet data, local call, long-distance call, international voice call services and TV-portal services with 3.66 million broadband subscribers, 1.86 million voice subscribers and 540 thousand TV-portal subscribers. Hanaro Telecom is leading a new paradigm in the Korean telecommunication industry by expanding in business from voice service into multimedia telecommunication services based on its high-quality network to preoccupy future markets such as IPTV. For more information, visit Hanaro Telecom on the Internet: www.hanaro.com

## About iTEC Technologies, Ltd.

iTEC Technologies, Ltd. is a technology-based marketing and manufacturing company providing enhanced electrical, optical and wireless network interface products, solutions and services in the broadband communication sector. On the Web: www.iteck.com

## About Procera Networks, Inc.

Founded in 2002, Procera Networks, Inc. (Amex: PKT) is a global provider of intelligent network traffic identification, control and service management infrastructure equipment. Procera's core product suite, the PacketLogic™ line of appliances, provides the most accurate application identification available today by using the industry leading connection identification engine DRDL™ (Datastream Recognition Definition Language). PacketLogic is deployed at more than 400 broadband service providers (xSPs), Telcos, colleges and universities worldwide. For more information, visit http://www.proceranetworks.com

## Safe Harbor Statement

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