

## Rohde & Schwarz Acquires ipoque

## Press Release

*ipoque is a wholly-owned subsidiary of Rohde & Schwarz, a leading electronics specialist for radio and communication technology. The acquisition provides immediate strategic access to the Internet traffic management and monitoring market for Rohde & Schwarz.*

**Leipzig, May 23, 2011** - Rohde & Schwarz has announced it has completed the acquisition of German-based Internet traffic management and monitoring specialist ipoque GmbH. The long-established German company seeks to enhance their competencies in the field of IP network analysis and bandwidth management and plans to augment the Rohde & Schwarz portfolio in a key and high-growth market where ipoque is a proven technology leader. The acquisition is an investment that confirms the ipoque business strategy and product portfolio and underlines the commitment to expanding overall customer offering and reaching new worldwide markets. The combined technological expertise blends unique traffic identification and analysis, subscriber quality of experience, and IP-based application enhancement that are ideal complements to the current Rohde & Schwarz portfolio.

"With the highly specialized technology of ipoque, Rohde & Schwarz will enter the Internet traffic management market. We are glad to welcome the team of ipoque in our Rohde & Schwarz group. We think that with the help and experience of ipoque, Rohde & Schwarz will be even more broadly positioned on the international market," said Peter Riedel, member of the management board of Rohde & Schwarz.

"The merger with Rohde & Schwarz, the leading provider of radio and frequency management solutions, is a great investment in ipoque's vision," explained Hendrik Schulze, CTO and co-founder of ipoque. "Rohde & Schwarz is a partner with an established worldwide sales channel and first class technical know-how and will support the ipoque strategy of reaching global network operators and service providers. We are very proud to work together and we will contribute substantially to the success of the company as a whole."

ipoque was founded in 2005 in the community surrounding the University of Leipzig and today employs more than 70 people. ipoque's focus is on deep packet inspection (DPI) solutions for network operators and broadband providers to analyze, monitor and optimize their networks to maximize investment and generate new subscriber revenues. ipoque brings a pedigree of customer success in monitoring, managing and monetizing the IP access networks of both wireline providers and mobile network operators.

The merger of ipoque and Rohde & Schwarz creates a forward-looking partnership with the overall goal of continued market technology leadership in communication networks globally. The combined companies offering the strength of expert knowledge, many years of experience in the field of radio and network communication and a thriving international sales and customer support network.

ipoque is now a wholly-owned subsidiary of Rohde & Schwarz and will continue to operate under its new name "ipoque - a Rohde & Schwarz company" with no change to existing customer relationships. The Berlin law firm Neef Legal provided legal guidance during the acquisition process. The parties agreed not to disclose any financial terms related to the merger.

#### **About ipoque**

ipoque is the leading European provider of DPI solutions for Internet traffic management and analysis. Designed for Internet service providers, enterprises and educational institutions, ipoque's PRX Traffic Manager allows to effectively monitor, shape and optimize network applications. These include the most critical and hard-to-detect protocols used for peer-to-peer file sharing (P2P), instant messaging (IM), Voice over IP (VoIP), tunneling and media streaming, but also many legacy applications. For more information see [www.ipoque.com](http://www.ipoque.com)

#### **About Rohde & Schwarz**

Rohde & Schwarz is an independent group of companies specializing in electronics. It is a leading supplier of solutions in the fields of test and measurement, broadcasting, radiomonitoring and radiolocation as well as secure communications. Established more than 75 years ago, Rohde & Schwarz has a global presence and a dedicated service network in over 70 countries. It has approx. 7400 employees and achieved a net revenue of € 1.3 billion in fiscal year 2009/2010 (July 2009 to June 2010). Company headquarters are in Munich, Germany.

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