

**PRESS RELEASE**

**PRYSMIAN GROUP ON SHOW AT HANNOVER FAIR 2019**

**STATE-OF-THE-ART CABLE TECHNOLOGIES TO SUPPORT THE DEVELOPMENT OF  
GERMAN POWER AND TELECOM INFRASTRUCTURES**

**HIGH VOLTAGE DIRECT CURRENT (HVDC) CABLE TECHNOLOGIES  
FOR LONG DISTANCE LAND AND SUBMARINE POWER TRANSMISSION**

**6,912 OPTICAL FIBRE RECORD CABLE FOR BROADBAND NETWORKS**

**PRY-CAM TECHNOLOGIES FOR POWER GRID MONITORING SYSTEMS AND SERVICES**

Berlin/Milan, March 18, 2019 – Prysmian Group, world leader in the energy and telecom cable systems industry, will be presenting state-of-the-art cable technologies to support the development of German power and telecom infrastructures at Hannover Fair 2019 from April 1 to 5 (Hall 13, Stand D39). Visitors will also be able to experience live in-booth demos and attend specialist presentations on topics related to power grids, data transmission and electrical systems monitoring and diagnostics.

“As world-wide leader in the cable industry we can offer the most advanced solutions for the upgrade of German power grids and telecommunication networks” says Frederik Persson, Managing Director of Prysmian Group in Germany and Central Europe. “Innovative fibre optic products, environmentally compatible cable systems, higher transmission capacities and voltage levels, as well as grid monitoring technologies are just some of the areas in which we are concentrating our development efforts. And as an innovation and production hub within Prysmian Group’s global network, our German operations play a decisive role to play in driving progress.”

**HVDC cable technology to support the development of German power grids**

Prysmian Group designs, produces and installs High and Extra High Voltage cable systems for the transmission of power for both underground and submarine applications within primary transmission grids, connecting the points of power generation to the centres of demand, developing the most advanced “turnkey” cable systems with a dedicated Projects Business Unit.

At Hannover Messe Prysmian will present its state-of-the-art HV & Submarine cable technologies, including its unique 525 kV DC P-Laser solution, which ensures increased power transmission capacity and lowering of systems cost by more than 30% and is the only proprietary technology that is fully recyclable.

**New fibre optic technology for higher data transfer rates**

Developed especially for data centres, Prysmian will be presenting its improved FlexRibbon™ product portfolio with increased channel space utilization and 6,912 optical fibres, the highest count within the industry. The innovations feature an ultra-compact outside plant cable design whose bend-insensitive fibre are small enough to fit into a 50.8 mm/2” duct. “The requirement among large companies for more powerful cables for their data centres is a market constant. FlexRibbon™ is responding to this demand by offering not only an ultra-compact design, but also exceptional installation efficiency,” says Persson.

**Real-time monitoring and data gathering solutions for the effective management and maintenance of electrical systems**

With PRY-CAM, Prysmian is showcasing in Hannover a true revolution in the world of diagnostics and monitoring of electrical systems, starting from partial discharge measurements – one of the key indicators of the reliability of a

medium or high voltage cable system – up to the development of a series of devices for the measurement of temperature and other parameters that, so far, have been impossible to keep under control. The technology enables data collection the working conditions of any electrical system or equipment can be assessed in real time and without service interruptions. These solutions also generate a remarkable reduction in the risk of faults and related costs and contribute to make maintenance activities less burdensome for customers.

## Cable location with electrochip technology

Prysmian's PRY-ID information technology turns the cables themselves into intelligent communicators. Cables with the PRY-ID system feature an electrochip that sends all the relevant identification data to an app. Information such as product name, tracking IDs and article numbers as well as CPR regulation-relevant information are pre-programmed and constantly available on the cloud. In addition, any amount of information can be provided to ensure secure marking, identification and localization of the cable. In contrast to conventional labels located on the outside of the cable, the electrochip inside the cable remains wear-free and legible. "PRY-ID works like an individual database for each cable. It offers the full range of information from identification number and cable length to packaging size," explains Persson. "Not only does its usage save time and money, it also increases the safety of employees and society as a whole by significantly reducing the risk of cutting the wrong cables."

## Customized solutions made in Germany

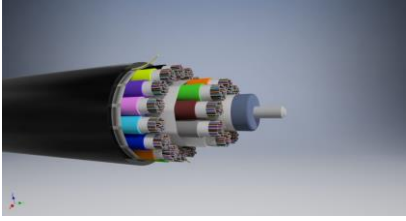
With seven research and development departments, Prysmian Group is the largest cable manufacturer in Germany. Many of the new products displayed in Hannover originate from German plants. "We have established a strong position in one of the most important international markets," says Frederik Persson. "The high level of local technical expertise available allows us to respond quickly to new requirements and to offer our customers tailor-made solutions of truly high quality. Our German development departments also play a key role in Prysmian Group's global innovation network, providing important impetus for tomorrow's power grids and telecommunications networks."



**Prysmian Group\_1\_General:** New cable technologies are making a decisive contribution to mastering the challenges of digitization and the development of more efficient and sustainable power grids. (Source: ag visuell – Fotolia)



**Prysmian Group\_2\_PryCam:** With PRY-CAM, Prysmian Group is showcasing a true revolution in the world of diagnostics and monitoring of electrical systems. Starting from partial discharge measurements up to the development of devices for the measurement of temperature and other parameters that have been impossible to keep under control so far. (Source: Prysmian Group)



**Prysmian Group\_3\_FlexRibbon:** Prysmian Group presents its improved FlexRibbon™ product portfolio with increased channel space utilization and 6,912 optical fibres the highest count within the industry. (Source: Prysmian Group)

## **Prysmian Group**

Prysmian Group is world leader in the energy and telecom cable systems industry. With almost 140 years of experience, sales exceeding €11 billion, about 29,000 employees in over 50 countries and 112 plants, the Group is strongly positioned in high-tech markets and offers the widest possible range of products, services, technologies and know-how. It operates in the businesses of underground and submarine cables and systems for power transmission and distribution, of special cables for applications in many different industries and of medium and low voltage cables for the construction and infrastructure sectors. For the telecommunications industry, the Group manufactures cables and accessories for voice, video and data transmission, offering a comprehensive range of optical fibres, optical and copper cables and connectivity systems. Prysmian is a public company, listed on the Italian Stock Exchange in the FTSE MIB index.

## **Media Relations**

Lorenzo Caruso  
Corporate and Business Communications Director  
Ph. 0039 02 6449.1  
lorenzo.caruso@prysmiangroup.com

## **Press Office Germany**

c/o Hill+Knowlton Strategies GmbH  
Christian Salmen  
T: 0049 (0)211 987097.52  
christian.salmen@hkstrategies.com

## **Investor Relations**

Cristina Bifulco  
Investor Relations Director  
Ph. 0039 02 6449.1  
mariacristina.bifulco@prysmiangroup.com