

Understanding our Brands

Prysmian Group

Multimedia Solutions, APAC

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Prysmian
Group



Prysmian Group & Brands

ONE CORPORATE BRAND

Prysmian Group

The corporate brand represents the organization

TWO COMMERCIAL BRANDS

PRYSMIAN  **Draka**

Prysmian and Draka commercial brands both remain in use around the globe

MULTIPLE PRODUCT BRANDS

VERTICASA^{XS}  **UCCONNECT**

Improved product portfolio keeps the best products and technologies from both organizations

"We create customer value through innovation"

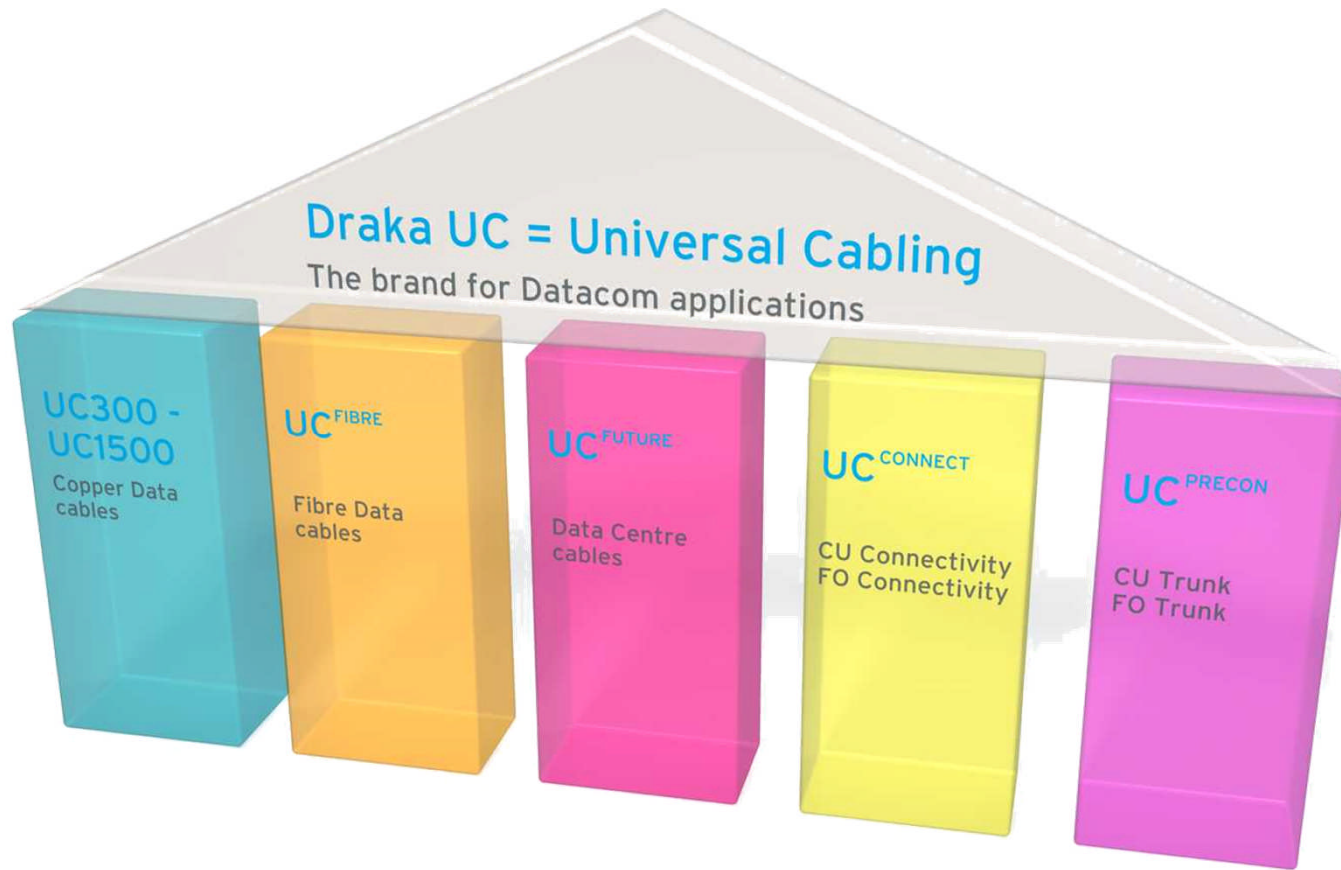


UC CONNECT

Draka UC is our Group's latest innovation into providing a complete solution for our structure cabling customers.

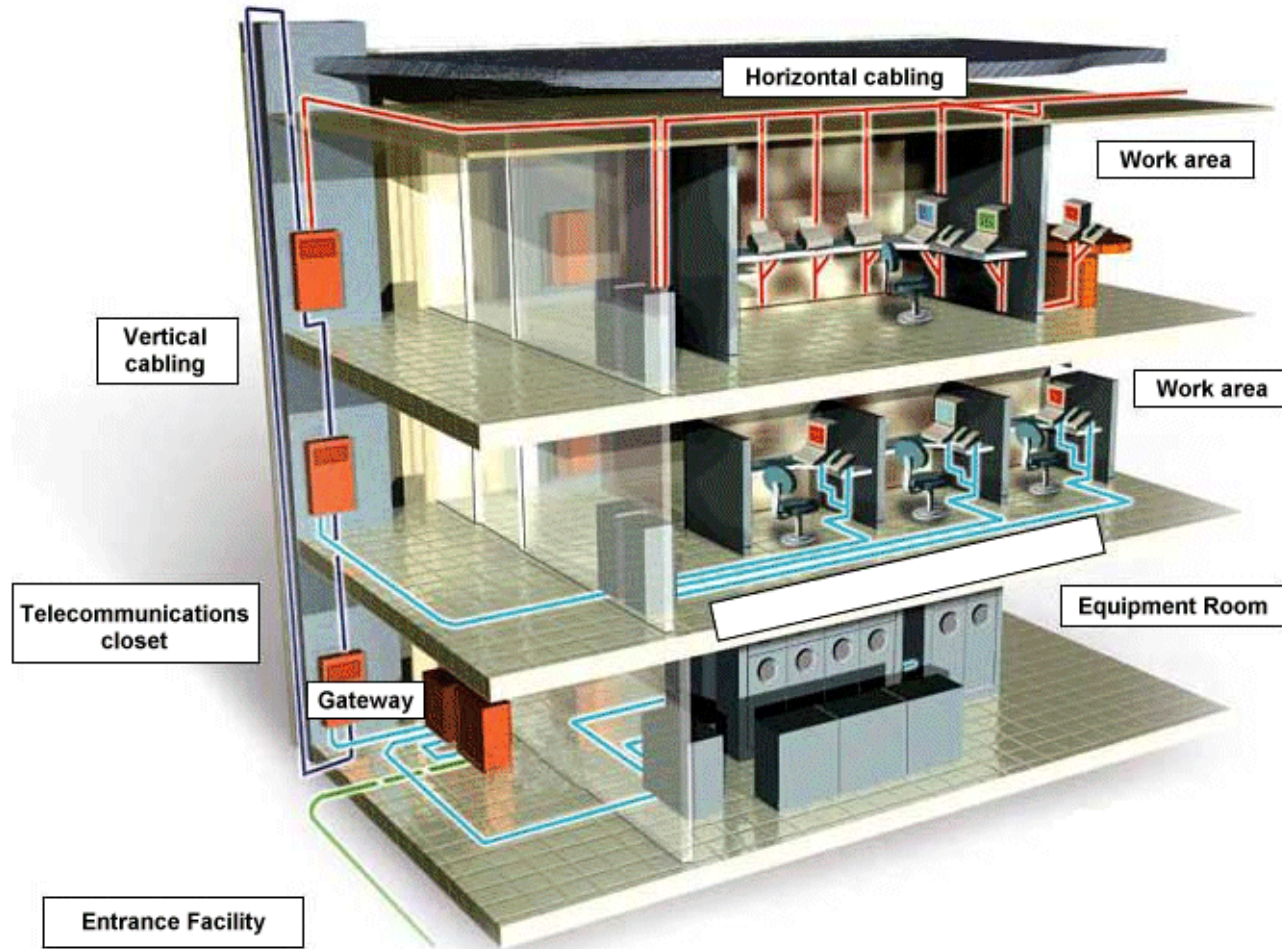
DRAKA UC

DRAKA UC means DRAKA Universal Cabling or is also known as DRAKA UC Cabling Systems, which provide a full structured cabling solution.



Schematic of a Structure Cabling System

Structured cabling system is building or campus communications cabling infrastructure that consists of a number of standardized smaller elements (hence structured) called subsystems.



Understand Draka UC

Group Organization name is ?

Prysmian Group

Is Prysmian Group a brand by itself?

No , it is the name of our Group, the largest cable brand and manufacturer in the world.

Draka & Prysmian is a brand by itself?

Yes, Draka is the default brand for all the Communication products, while Prysmian (Ex Pirelli) is the brand mainly used for Medium and High Voltage energy cables.

All Multimedia Solutions products are branded DRAKA.

Understand Draka UC

Is Draka UC or Draka UC Cabling System a sub brand under Draka brand?

Yes, it is the sub brand representing structured cabling solution (SCS). DRAKA UC consists of UCFibre[®], UCData[®], UCConnect[®], and UCFUTURE.

Is UCConnect[®] a brand under Draka UC Cabling System?

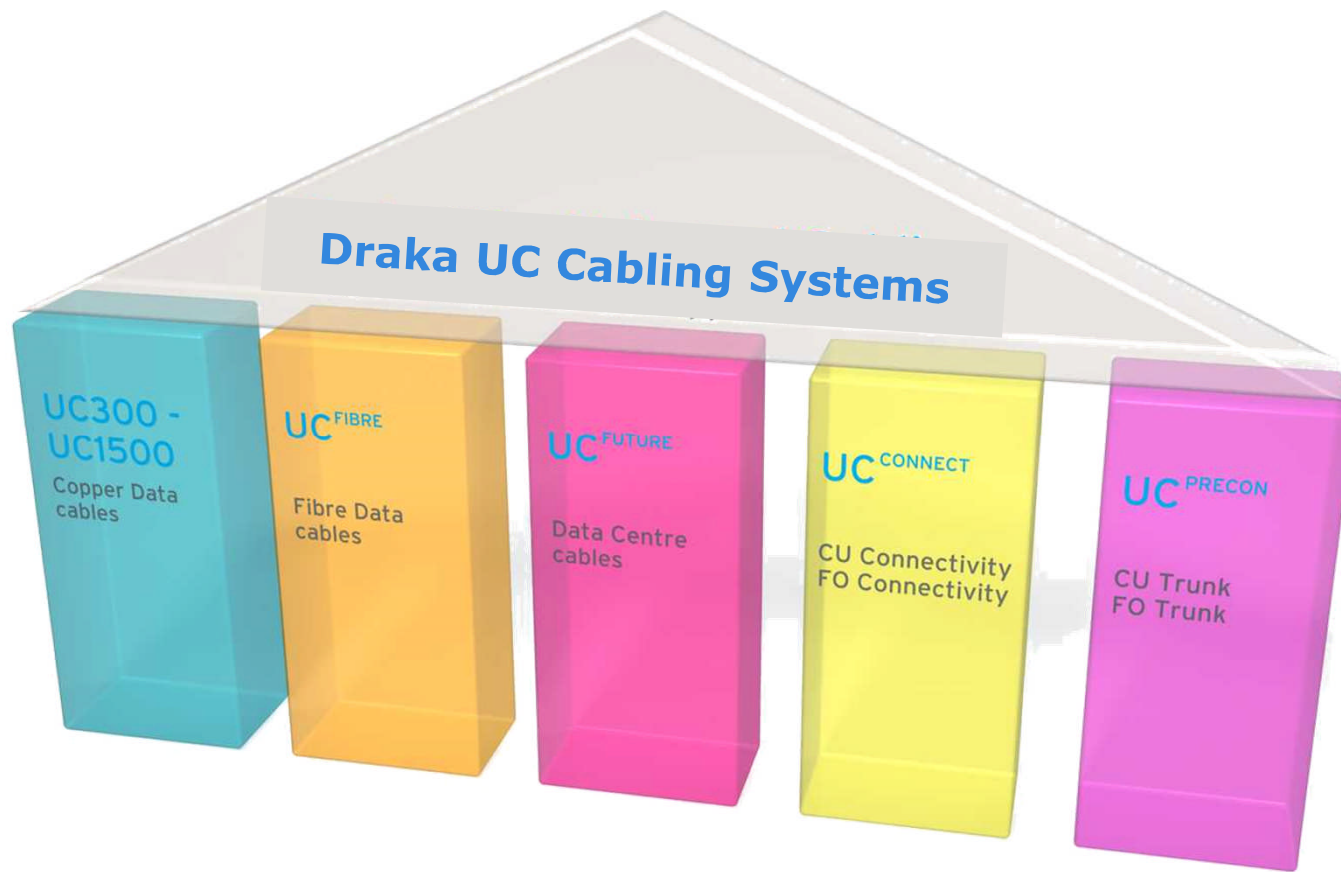
Yes, it represents all the connectivities (Fibre & Copper) required in the SCS.

What about Fibre Optics Cables & Category Cables?

In DRAKA UC, UCFibre[®] covers the standard range of Optical Cables used in SCS, while UCData[®] covers the standard range of category cables used in SCS.

Understand Draka UC

For easier remembering, the below 5 pillars provides the different product ranges to complete the portfolio for Structured Cabling Solutions (Draka UC Cabling Systems)



Understand Draka UC

What is the brand to specify in project tenders ?

Structured Cabling Solutions (SCS) Projects – **DRAKA** or **Draka UC**

Non SCS projects, ie Building Management System, Mobile Networks, Public Address etc - **DRAKA**

(Do not put Prysmian Group, it is not a brand!, Do not put Prysmian, it is not the brand for SCS !)

Only Category Cables – **DRAKA** or DRAKA UC or UCDATA®

Only Fibre Optics Cables – **DRAKA** or Draka UC or UCFibre®,

Only Connectivities – **DRAKA** or Draka UC or UCCONNECT®

Understand Draka UC

What about other none structured cabling products ie Coaxials, Data Control Cables, Mobile Networks?

All these products are under our Multimedia Specials products which is within the Multimedia Solutions Portfolio, and are all branded as DRAKA.

Ie DRAKA coaxial cables, DRAKA 2464 cables, DRAKA 485 cables, DRAKA RF or RFA cables.

What about customized fiber optics cables for special projects which are not used for structured cabling?

FO cables outside the UCFIBER® range shall be branded DRAKA FO cables as default. It is only according to project request that we may use Prysmian brand, ie Prysmian FO cable.

For further clarifications on our brands, pls contact our marketing at
mmm.asia@prysmiangroup.com

or visit our dedicated Multimedia Solutions Website www.DRAKAUC.com

Thank you!