



Success Story

Trend Communications in the Olympic Games

In Brief

Trend's Victor Plus, Aurora Sonata and Aurora Tango participated in the 2004 Olympic Games supporting OTE, one of the leading European telecommunications groups.

Trend's testers were chosen, because they met all the technical requirements set by OTE, and because of Trend's unique way to combine affordable price, high quality and good aftersales service.

About OTE

OTE (Hellenic Telecommunications Organization) is a full-service telecommunications group operating as a private company.

It is the leading telecommunications service provider in Greece, and among the 10 biggest telecommunications organizations in Europe.

OTE offers a wide range of mobile, Internet, data communications and fixed telephony services.

More information about the company available at: www.ote.gr

About Trend

Trend Communications is a major player in the supply of hand-held test equipment and remote monitoring systems to the communications market.

Trend supplies the international test market with innovative products covering most technologies in the communications spectrum.

For more information, visit us at: www.trendcomms.com

Trend's Victor Plus, Aurora Sonata and Aurora Tango participated in the Athens 2004 Olympic Games. The testers were helping OTE, the leading Greek telecommunications group to provide services such as video, data and voice transmission.

Background

The 2004 Olympic Games were held in Greece, the home of the ancient and the first modern Olympics. The Hellenic Telecommunications Organization, OTE, was responsible for the telecommunications services of the Games.

Providing flawless data and voice communications to tens of thousands of people concentrated on a relatively small area is not an easy task. The Olympic Games are a very complex international event, and besides the thousands of athletes, media representatives and more than 200 000 visitors participating in the event, almost 4 billion people worldwide were following the television coverage from their living rooms.

All these people needed video transmission, TV and radio broadcasting services, fixed and mobile telephone connections, as well as Internet services.

The massive voice and data traffic needed to travel quickly and faultlessly from Athens to more than 200 international destinations.

Challenge

OTE did not want to take any risks, and decided to organize two tenders to make sure its telecommunications testers are fully up to date. The aim of the tenders was to find 2 Mbit/s datacom testers, as well as ISDN and ADSL analyzers.

Solution

Trend's participation in the tenders organized by OTE was a success, and Trend's

Victor Plus, Aurora Tango and Aurora Sonata were chosen to assist OTE in keeping their communications networks up and running in the Olympic Games.

For 2 Mbit/s Trend's winner solution was Victor Plus, a highly efficient telecom and data network tester that adapts to any environment from 50 bit/s up to 2 Mbit/s.

For ISDN and ADSL testing, OTE preferred Trend's Aurora Tango and Aurora Sonata. Aurora Sonata is a clever all-purpose ISDN tester, and the modular Aurora Tango is the first configurable one-button tester with a PDA interface for ADSL, ISDN, SHDSL, Gigabit Ethernet and E1.



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We want to share the Olympic values of excellence, participation and fair play in everything we do.”

*– José M. Caballero,
International Marketing
Manager*

Why Trend's Testers?

Trend's testers were chosen, because they met all the technical requirements set by OTE, and because of Trend's unique way to combine affordable price, high quality and good after-sales service. Trend was also able to guarantee fast delivery, which was an important factor for OTE.

Aurora Tango, Aurora Sonata and Victor Plus are all rugged, lightweight handheld testers that easily adapt to different work environments, both out in the field and in the office.

They combine streamlined technology with ease of use, and are therefore among the most user-friendly test sets available on the market.

Future

Since the late 1990s, the telecommunications infrastructure in Greece has gone through a thorough modernization, and today, the IT sector is the fastest-growing industry sector in the country.

“At Trend we are happy to be a part of this growing business. The Greek economy has been growing even during the international crisis, and the country's telecommunications infrastructure is developing very rapidly. Trend has excellent distributors in Greece, and we feel really positive about our future in this market”, commented José M. Caballero, Trend's International Marketing Manager.

“We feel really proud of having collaborated in the Olympic Games with OTE. The Games were a real success for both companies, and I'm glad to see that the success continues even after the Games. I would like to think that the reason behind our success is our way of doing business. We want to share the Olympic values of excellence, participation and fair play in everything we do.”

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