



## **BelAir Networks Looks to Calysto Communications for Wi-Fi Public Relations Counsel**

**ATLANTA - October 20, 2003** - Calysto Communications, an Atlanta-based public relations firm focused solely on telecommunications companies, announced today it has secured BelAir Networks to its growing list of clients. BelAir Networks will look to Calysto to provide guidance in launching the company to the business and trade media and analyst communities as well as promoting the company's products for the Wireless Local Area Network (WLAN) industry.

BelAir Networks provides advanced, multi-service mobile networking solutions for both public and private wireless networks. BelAir Networks' solution extends beyond basic Wi-Fi to combine wireless LAN and cellular networking technologies to deliver high-capacity data, video and voice services.

"Calysto came highly recommended to us from industry insiders," said Bernard Herscovich, BelAir Networks president and CEO. "From our initial meeting, our executive team immediately recognized that Calysto not only has a firm grasp and understanding of our technology they are genuinely enthused about it."

As the last agency in front of the BelAir Networks' team, Calysto was selected following a short, highly competitive RFP process with three other agencies. Calysto provided BelAir Networks with a comprehensive public relations campaign that showcased the agency's extensive experience in the wireless industry. This experience enables Calysto to understand how and why the market changes as well as predict for upcoming shifts before they happen.

Calysto will provide a breadth of public relations services to BelAir Networks, including, messaging, executive visibility, trade show support, company launch planning and execution, strategic counsel and media relations.

### **About BelAir Networks**

Founded in 2001, BelAir Networks is a wireless infrastructure supplier that provides advanced, multi-service, mobile networking solutions optimized for medium and large public and private cellular LAN networks. Combining the best of WLAN and cellular technologies, BelAir Networks solutions go beyond basic Wi-Fi to overcome the limitations associated with traditional WLANs. They are built on a patented multiple point-to-point mesh enabled by outdoor platforms, indoor nodes, and network management software. Together, the mesh and the products that enable it are designed to simplify wireless infrastructures, reduce capital and operating expenditures, and deliver ubiquitous high capacity data, video and voice services where and when needed. For more information about BelAir Networks visit [www.belairnetworks.com](http://www.belairnetworks.com).

### **About Calysto**

Atlanta-based Calysto Communications is a public relations firm focused on a single market niche – communications. The agency helps wireless, telecom, VoIP, cable and other communications companies effectively create and deliver their own unique messages to their key audiences. Calysto works with start-ups as well as public companies, helping them deploy new technologies, gain leadership positions and influence editorial opinion to positively affect their bottom line. For more information about Calysto Communications, a minority-owned business and registered member of the Small Business Association (SBA), please call 404-266-2060 or visit the company's web site at [www.calysto.com](http://www.calysto.com).