

Bezeq International New APAC PoP in Hong Kong Offering Lowest Latency to Israel

Bezeq International (BI) continues to establish its position as a global telecommunication operator and announces of the company's first footprint in East Asia.

BI is the first Israeli telecommunication operator holding a physical presence in East Asia. The Company has chosen to establish a PoP (Point of Presence) in Hong Kong to serve its global customers, seeking for data communication services between Israel and East Asia.

Bezeq International's PoP is located at EQUINIX Data Center, which operates top advanced data centers around the world. The site is located in the main business and finance center in Hong Kong, and is connected to more than 50 different network providers, enabling Bezeq International to connect to dozens of international operators easily and efficiently.

Prior to the establishment of the Hong Kong PoP, traffic between Israel and Far East relied on the company's interconnection PoPs in Europe.

Nissan Arie, VP of Global Business division at Bezeq International says: "Establishing a new PoP in East Asia, which is connected to BI's Global Network, allows us to offer our customers international connectivity to East Asia and an Internet connection based on a direct connection, with low latency and improved performance."

EQUINIX site is manned 24/7 and ensures expert support team on site along with its well-known top operational reliability.

An immediate result of the newly established PoP is a recorded decrease in latency to East Asia by more than 50%. The new performance will assist global organizations to better manage and utilize data traffic to their branches located in Hong Kong, India, China, Singapore and other countries in East Asia.

This move is part of Bezeq international's strategy of becoming a significant regional player. BI is the only Israeli company which owns a subsea cable system to Europe, and holds seven worldwide PoP's in Europe, USA and now also in East Asia.

About Bezeq International

Bezeq International Ltd., Israel's leading Internet and International Telecommunications provider, was founded in 1996 as a wholly-owned subsidiary of Bezeq, the Israeli Telecom Corp. and is part of the country's largest and leading telecom group. Bezeq International provides comprehensive communication solutions in Internet, International Domestic and Organizational Telephony, IT, Hosting, Data Communication and Information Security Solutions. Please visit Bezeq International on the Internet: <http://www.bezeqint.net/>