

A photograph of three business professionals in a meeting. A man in a blue shirt is leaning over a table, pointing at a laptop. A woman in a light blue blazer stands behind him, looking at the laptop. A man in a brown sweater sits at the table, looking up at the woman. The table has a laptop, a notebook, and glasses of water. The background is a modern office with large windows.

NORDEN BROADBAND PRESESNTATION

WHO ARE WE ?

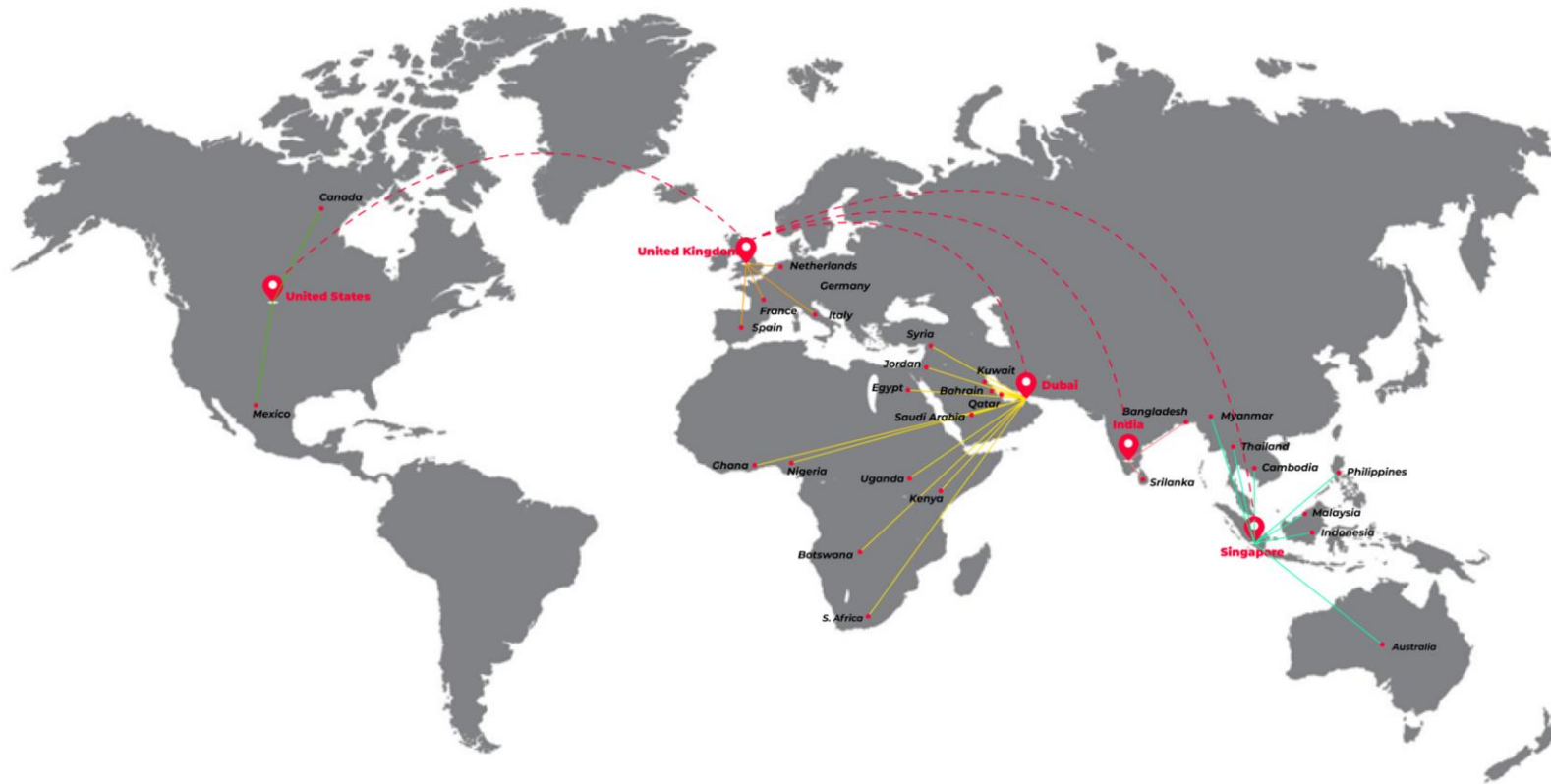
Norden Communication specialises in the craftsmanship, manufacturing and distribution of ELV solutions. The company is headquartered in the UK and has a strong presence in Europe, North America, the Middle East, Asia Pacific, and Africa markets.



ABOUT US

- Headquarters in London, UK.
- The company which started humble beginning in 1998.
- The main markets serviced by Norden are Europe, Middle East, Africa and Asia.
- Our dedicated quality assurance team operate a quality management system certified by ISO.
- NORDEN is having UL, CE, FCC, ROHS, Intertek (ETL), CPR & LPCB Certification for its different products.
- R & D wing of Norden Communication is managed by a dedicated team of highly qualified technical professionals who are working on continual upgradation and improvements in the areas of innovative product development & applications.

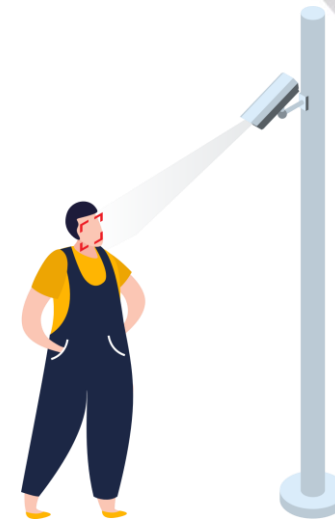
NORDEN GLOBAL FOOTPRINTS



PRODUCT RANGE

- BMS Cable
- Industrial Cable
- Fire Resistant Cable
- Data Centre Solution
- Fibre System
- Copper System
- Coaxial Cables
- MPO/MTP Solutions
- Instrumentation & Audio Cables

- Surveillance Systems
- Public Address Systems
- Access Control Systems
- Exit Sign Lights
- UPS Systems



TELECOM DENSITY IN INDIA

- As of 2024, India has one of the largest telecom networks in the world, driven by its enormous population and growing digital infrastructure.
- Urban tele density is much higher, due to the dense population, business centres, and more accessible infrastructure.
- Rural tele density remains lower than urban areas, though it has increased due to efforts like government initiatives and infrastructure expansion.



TELECOM DENSITY IN INDIA

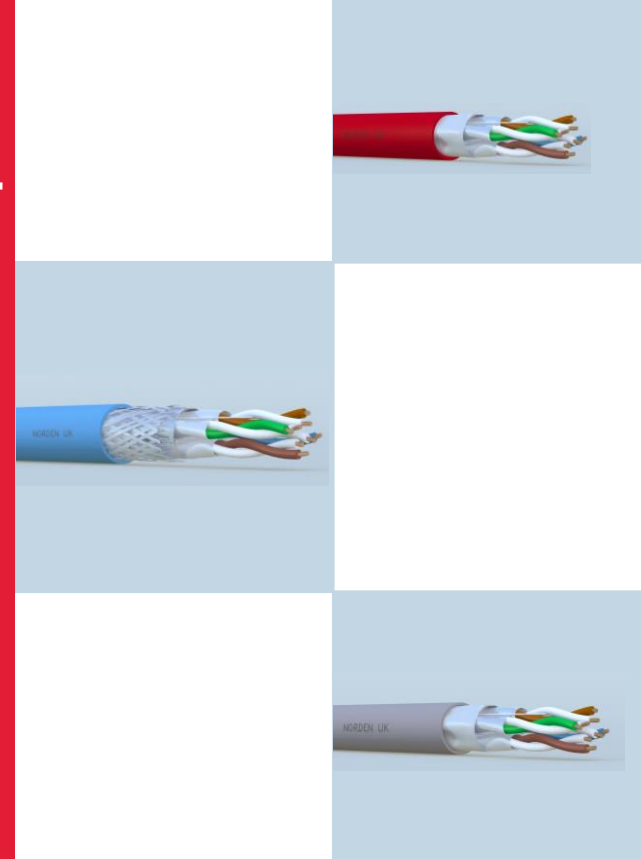
- India's internet usage is growing, driven by initiatives like Digital India, which aim to expand broadband connectivity, including in rural areas.
- The rollout of 5G and improvements in fibre connectivity are expected to boost telecom density, particularly in rural areas.
- India's telecom sector is prioritizing better service quality, broader broadband coverage, and advanced technologies to increase overall telecom density.

COPPER CABLE











INTERNAL & EXTERNAL DATA CABLES

- Cat 8, Cat 7a, Cat 7 S/FTP Cable
- Cat 6a, Cat 6, Cat 5E U/UTP, F/UTP Cable
- Cat 6a, Cat 6 F/FTP, S/FTP Cable
- Cat 6 U/UTP 4 Pair Outdoor Cable
- Cat 5e U/UTP 4 Pair Outdoor J/F Cable
- Cat 5e U/UTP Multi pair Cable
- Cat 5e 4 Pair Double Jacket Cable



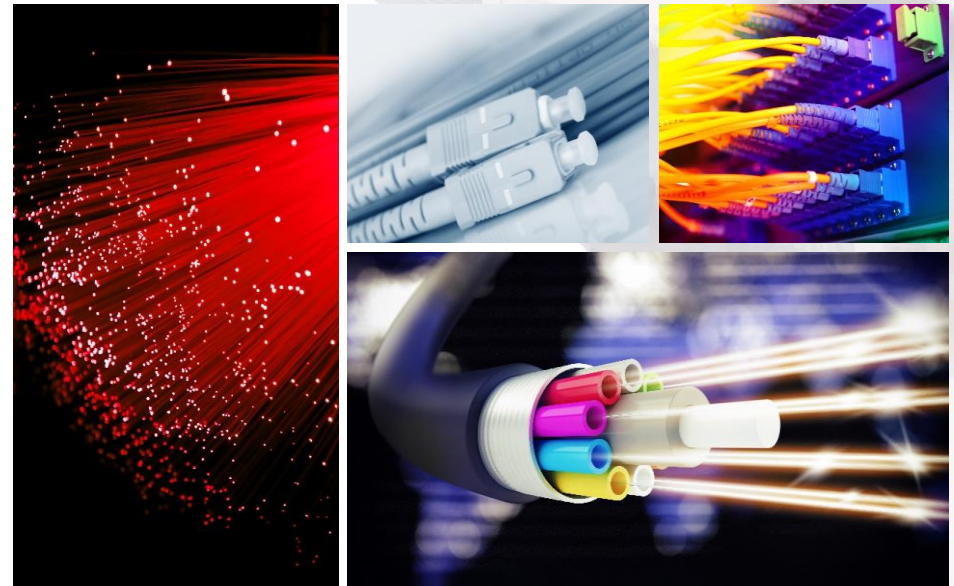
COPPER ACCESSORIES



			
<ul style="list-style-type: none"> • Cat 8, 6a, 5E & 6 Keystone Jack • Copper Patch panels • Face Plates • Connectors 		<ul style="list-style-type: none"> • Cat 8 S/FTP Patch cord • Cat 6a, Cat6 U/UTP, F/UTP, S/FTP Patch cord • Cat 5E U/UTP, F/UTP, S/FTP Patch Cord 	
			

OPTICAL FIBRE CABLES

- Distribution Tight Buffer Optical Cable
- E-Glass Strength Central Loose Tube In/Out Optical Cable
- Dielectric Loose Tube Unarmoured In/Out Optical Cable
- Central Loose Tube Armoured Outdoor Cable
- Central Loose Tube Double Steel Tape Armoured Cable
- Multi Loose Tube Steel Wire Armoured Cable
- Fibre Optic Drop Cable
- OPGW Composite Optical Cable
- Dielectric Self-Supporting Figure - 8 Aerial Cable
- Armoured Self-Supporting Figure - 8 Aerial Cable
- Invisible drop cables
- ADSS Cables



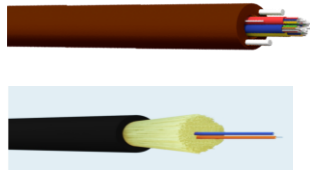
FIBER ACCESSORIES



- Fibre Connectors
- Fibre Adaptors
- Fibre Patch Cords
- Fibre Pigtails
- Fibre Optic Patch Panels
- Fusion Splice Protector Sleeve
- Fibre Optic Splice Tray
- Fibre Optic Splice Closure
- Fibre Termination Shelf



FTTH SOLUTION



- Micro Module Indoor Distribution Fibre Optic Cable
- E-glass Strength Tight Buffer Bend Insensitive Fibre Optic Cable
- Drop Cable
- Horizontal & Vertical Splice Closures
- Hybrid High Density Patch Panel Cassette Type
- Category 6 UTP 360° Swivel Slim Patch Cord
- Splitter
- DIN Rail Fibre Optic Terminal Box
- Fibre Optic Cross Connect Cabinet

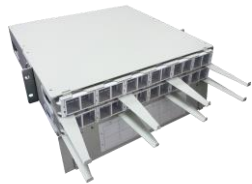


HIGH DENSITY SOLUTION



- Ribbon Fibre Optic Cable
- Hybrid High-density Modular Fixed Panel
- High-Density Rack Mount Fibre Patch Panel
- High-Density Modular Fibre Optic Panel
- High-Density MTP/MPO Fibre Patch Panel

- High Density Fibre Optic Distribution Frame
- Ribbon Fibre Distribution Frame
- MTP/MPO Trunk & MTP/MPO Ribbon Trunk Cable
- Pre-terminated Fibre Cables Multi Core Lc/Sc Connectors



INTELLIGENT SOLUTION

- The Norden Intelligent Solution is a fully Intelligent Product which uses CPID Technology (Connection Point Identification) which monitors point to point connectivity of Physical layer.
- It is a combination of hardware and software designed to help better manage the Physical Layer Connectivity.



INTELLIGENT SOLUTION



Intelligent Fibre Cords:

A high performance fiber cord supporting multi-mode and single-mode applications.



Intelligent Scanning Card

A pluggable device that supports physical network identification on interconnect and cross-connect topologies. Automatically detects and reads up to 24 smart ID devices present on each copper or fiber tray.



Intelligent Collector:

Provides communication between the PatchView+ Cards and the network system. New architecture saves on ports in the main switch and supports cascading architecture for unlimited network growth.



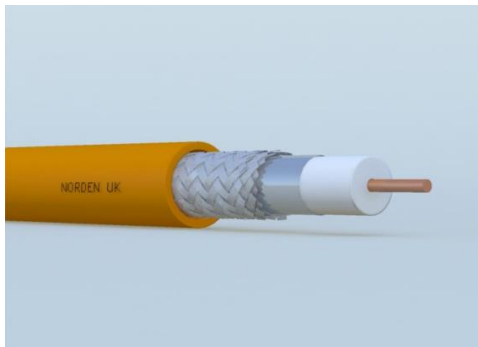
Intelligent Environment Controller:

Connects the PatchView+ controller to temperature and humidity sensors. Supports also rack-indicating flashing beacons.

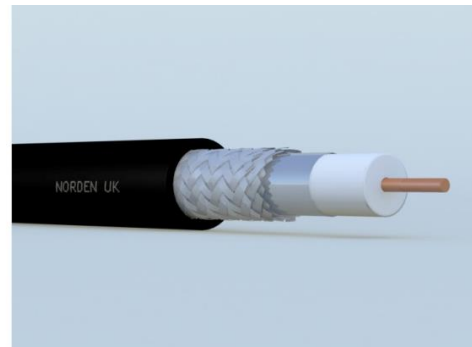
INTELLIGENT SOLUTION

- User friendly GUI allows custom made switch of any vendors, with real images from the switch manufacturer, managing it by SNMP, provide graphical link of switch connectivity ,power and other components
- Geographic information (GIS) of location and premises with Google maps / other maps.
- Racks and Cabinets in a 3-Dimensional view and showing links between cabinets and 3D floor views
- Connections between buildings with runs of cables with connection details.
- Real-time server-level power and thermal consumption data, server-level health monitoring and utilization, with granular sub-component failure analysis, and out-of-band real-time utilization data (CPU, disk, memory).
- Strong Network Provisioning with considerations of
 - Space, Power, weight & environmental .
 - Switch port availability.
 - Network availability including services, VLAN's & outlets availability.
 - Patching availability including routing, length & connectivity.
 - Customer rules & policies.
- Work orders and Visual guidance on patching at both ends of patch chords
- integration to smart racks & information from IP PDUs, Monitoring sensors like temperature, humidity etc. , Cabinet door open / close status and other manageable information from the rack.
- Direct interface into 3rd parties systems DB to DB, and protocols such as: WS, REST, SOAP, SNMP, MODEBUS, BACNET, IPMI.

CO-AXIAL CABLES



- RG 6U Co-axial cable
- RG 11U Co-axial cable

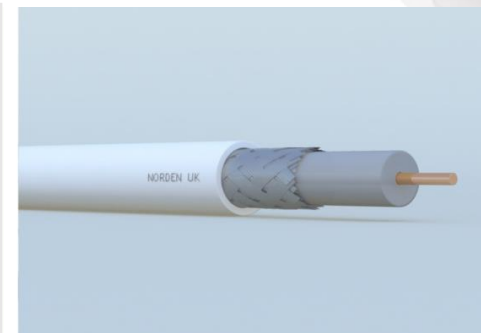


- BT3002 Co-axial cable
- DS3/DS4 Co-axial cable

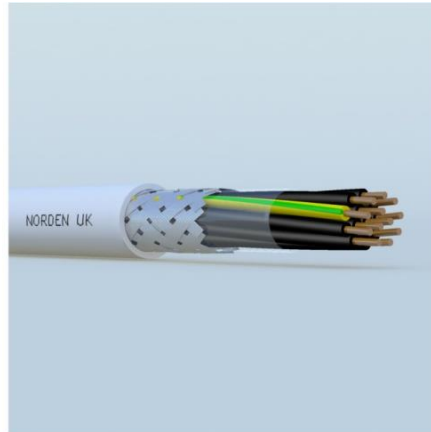
INDUSTRIAL & BUILDING COAXIAL CABLE



- RG 59U Co-axial cable
- RF 50 Ohm Co-axial cable

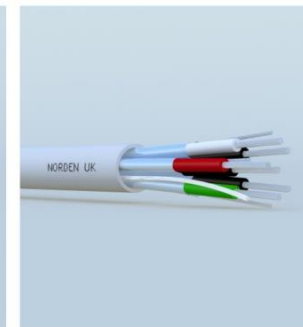
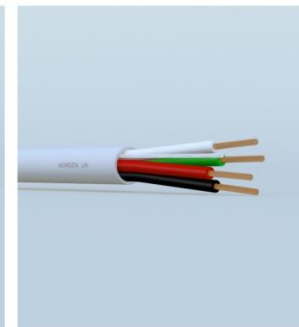
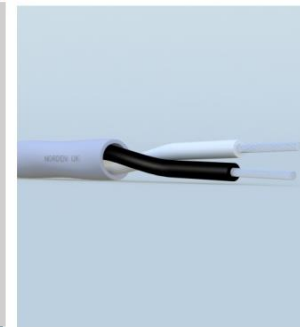


INDUSTRIAL & BUILDING CONTROL CABLES



- Unshielded Multi Conductor Cables
- Shielded Multi Conductor Cables
- Unshielded Paired Cables
- Overall Foil Shielded paired cables

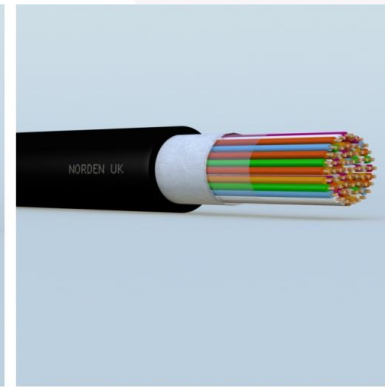
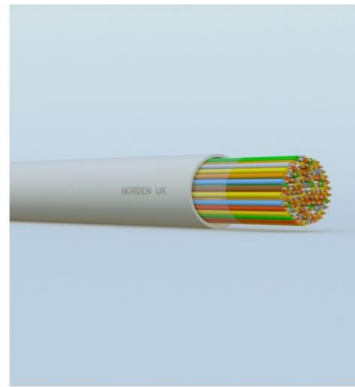
- Individual Foil shielded Paired Cables
- BS5308 Part 1 & 2 Alarm Cables
- EIB Bus Cable Speaker Cables
- Solar Cables



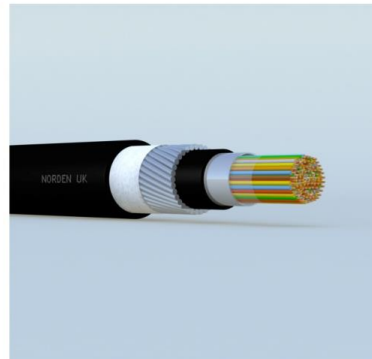
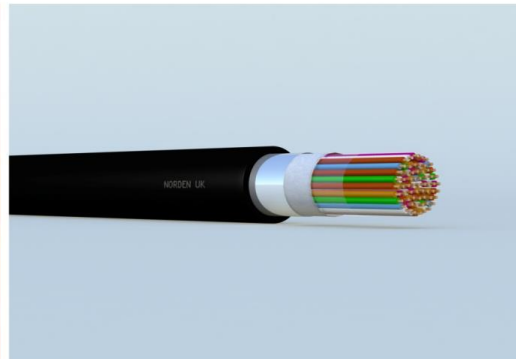
TELEPHONE CABLES



- Internal Telephone Cable CW 1308
- Outdoor Telephone Cable CW 1128
- Outdoor Telephone Cable CW 1128/1179



Telephone Cables



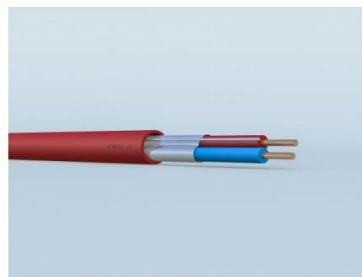
- Outdoor Telephone Cable CW 1128/1179/1198
- Outdoor Telephone Cable CW 1128/1179/1252
- Telephone Drop Cable No. 1, 2, 6 & 8



FIRE & SAFETY CABLES



- Mineral Insulated Cables (MI Cables)
- Fire Resistant Cables (PH120)
- Fire alarm Cables (FPLR,FPLP)



CABINETS & ACCESSORIES



- Single Selection Wall mount Cabinet
- Double Selection Wall mount Cabinet
- Floor Standing Cabinet
- IP 66, 65, 55 & 41 Outdoor cabinets
- Open Racks
- Power Distribution Units
- Digital Temperature Unit
- Cable Management Shelf
- Fan Units



DATA CENTER CABINETS & SOLUTIONS

- Dual Rack
- Next Rack
- Angled Patch Panels
- Industrial Power Distribution Units



THANK YOU

www.nordencommunication.com