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**Link to Word Doc:** [www.wallstcom.com/Riedel/240208-Riedel-Kalaam.docx](https://www.wallstcom.com/Riedel/240208-Riedel-Kalaam.docx)

**Photo Link:** [www.wallstcom.com/Riedel/Riedel-Kalaam1.jpg](https://www.wallstcom.com/Riedel/Riedel-Kalaam1.jpg)

**Caption:** From Left – Luthfur Khan; May Neama, Riedel motorsports specialist; Veer Passi, Group CEO of Kalaam; Michael Martens CEO Riedel Networks.

**Photo Link:** [www.wallstcom.com/Riedel/Riedel-Kalaam2.jpg](https://www.wallstcom.com/Riedel/Riedel-Kalaam2.jpg)

**Caption**: From Left – Veer Passi, Group CEO of Kalaam, and Michael Martens, CEO of Riedel Networks

**Link to Full Case Study:** [riedel-networks.net/en/news/partnership-kalaam-carrier-solutions](https://riedel-networks.net/en/news/partnership-kalaam-carrier-solutions)

**Riedel Networks and Kalaam Carrier Solutions Build Permanent Regional Network to Strengthen MENA Motorsport Events**

**WUPPERTAL, Germany** — **Feb. 8, 2024** — Riedel Networks today announced a strategic partnership with Kalaam Carrier Solutions, a prominent digital solutions provider headquartered in Bahrain, to enhance the MENA region's motorsports experience and establish a robust, permanent network infrastructure.

“Collaborating with Riedel Networks on this endeavor has allowed Kalaam to continue to cater to strategic industries and mission-critical projects within the GCC, such as the world’s largest motorsports events, where quality and performance of the connectivity solution is paramount for success,” said Veer Passi, Group CEO of Kalaam. “By seamlessly integrating our carrier-agnostic approach with Riedel’s expertise, we have set the stage for continued excellence and groundbreaking advancements in the dynamic realm of global connectivity.”

The project, initiated in November 2022, required a swift turnaround, with everything in place by mid-February 2023. It was completed within three months, with the first stage of Kalaam’s proposed plan having already reduced the round-trip delay from Riedel’s Milan POP to the Middle East POP from 120 to 70 milliseconds — a 41% improvement. Moreover, a new POP in Manama, Bahrain, enables Riedel to utilize fully Kalaam’s wholly owned terrestrial cable system, Kalaam Network Optical Transit (KNOT), to cover additional countries including Saudi Arabia (Riyadh), Kuwait (Kuwait City), Qatar (Doha), and the UAE (Abu Dhabi and Dubai).

"Kalaam Carrier Solutions aligned perfectly with our criteria for a partner, bringing not just technological expertise but also a commitment to seamless collaboration and an unwavering focus on achieving our shared goals," said Michael Martens, CEO at Riedel Networks, "This collaboration has fortified our network infrastructure and laid the foundation for future endeavors."

The full case study can be found at [riedel-networks.net/en/news/partnership-kalaam-carrier-solutions](https://riedel-networks.net/en/news/partnership-kalaam-carrier-solutions). Further information about Riedel Networks and the company’s products is available at [www.riedel-networks.net](http://www.riedel-networks.net).

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**About Kalaam Telecom**

Kalaam Telecom Group (Kalaam) is a trusted digital solutions provider, serving SMEs and enterprises regionally, and telecom carriers and hyperscalers globally. Headquartered in Bahrain, and with offices in Saudi Arabia, Kuwait, UAE, Jordan, and the UK, Kalaam has pioneered ISP solutions, connectivity, and digital transformation in the GCC with an accumulated legacy of 30+ years. Kalaam provides a portfolio of cutting-edge digital solutions that are tailored to the needs of customers of all sizes in key markets and verticals across the region, including BFSI, education, government, hospitality, healthcare, retail, and more.

Kalaam’s fully owned terrestrial cable system, Kalaam Network Optical Transit (KNOT), which spans Kuwait, Bahrain, KSA, UAE, and Qatar is now coupled with consortium ownership in the undersea cable Europe-India Gateway (EIG), a 15,000 km international fiber-optic submarine cable system covering 12 countries from India and the Middle East to Europe. Through this extensive network, Kalaam is uniquely placed to serve international and regional telecom carriers and enterprises.

To know more about Kalaam Telecom Solutions, log onto [www.kalaam-telecom.com](http://www.kalaam-telecom.com).

**About Riedel Communications**

Riedel Communications is a leading provider of live production tools in the worlds of media, sports, and entertainment. The company's hardware and software solutions span from distributed video and audio networks over intercom and replay solutions to WAN and MPLS applications. Thanks to Riedel's holistic approach, its three business units — Product Division, Managed Technology Division, and Networks Division — can leverage powerful synergies to provide flexible infrastructures, tools, and services for both fixed and temporary installations around the globe, enabling Riedel customers to run even the most complex projects on-site, remotely, or in the cloud. Riedel is headquartered in Wuppertal, Germany, and employs over 1,000 people in 30 locations throughout Europe, Australia, Asia, and the Americas.

**About Riedel Networks**

Riedel Networks is a privately held, global network provider focused on tailormade networks. We are listed in the Gartner Magic Quadrant for Network Services, Global, as a niche provider specializing in mid-market international enterprises and the media and events sector. With our own global backbone, we help companies be connected worldwide. Our services include internet connectivity, MPLS, SD-WAN, SASE, Cloud Connect, and much more. Our customers come from a variety of industries and value quality, security, and reliability. Riedel Networks is part of the Riedel Communications Group in Wuppertal, Germany, and is privately owned by Thomas Riedel.  
   
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