



**OPTICHRON®**

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**FOR IMMEDIATE RELEASE**

## Optichron® Appoints Len Eisenstein as Vice President of Worldwide Sales

*Veteran Industry Sales Executive Joins Leader in Digital Nonlinear Signal Processing  
Technology*

**FREMONT, Calif. – June 16, 2008** – Optichron, Inc., the leader in digital nonlinear signal processing, today announced the appointment of Len Eisenstein as Vice President of Worldwide Sales. Mr. Eisenstein reports to Perry Constantine, chief executive officer of Optichron. Eisenstein has over 25 years' experience building and leading successful worldwide sales and sales support teams in the software, networking and telecommunications industries, and has excelled at developing global sales growth with a wide range of strategic customers including major carriers, OEMs, VARs, and multinational corporations. At three previous companies he played a key management role in their respective acquisitions by Cisco, Intel and Access Japan.

“We are truly excited to have Len Eisenstein on board in a key leadership role for Optichron’s continued growth,” said Perry Constantine, chief executive officer of Optichron. “He has deep expertise in both sales and general management, and an outstanding track record in leading sales growth – building teams for worldwide sales, systems support, and professional services, and driving successful channel and partnership engagements. He is highly regarded for his strong focus on the selling process, discipline, and enthusiasm, and sustains strong relationships with many key industry players through the channel and at the executive level.”

"Optichron is a signal processing innovator with proven success in delivering products that make higher performance communications systems more cost effective to build and operate," said Len Eisenstein. "For example, I am keenly interested in Optichron's emergence as a pivotal enabler of the next generations of wireless infrastructures. As part of the leadership team, I look forward to driving Optichron's sales growth and further enhancing the company's reputation and relationships, both as a technology innovator and trusted market leader."

Prior to joining Optichron, Eisenstein served as Vice President of Sales, Americas and Asia-Pacific, for Azaire Networks. Prior to Azaire he was Senior Vice President – Americas for Proxim Wireless, and had previously held executive management and sales leadership positions with IP Infusion, Larscom, Trillium Digital Systems, Ariel Corporation, Integrated Network Corporation, and Telco Systems. Eisenstein earned a BSEE at the City College of New York and an MBA at Baruch College.

### ***About Optichron***

Optichron, Inc., a leader in digital nonlinear signal processing technology, designs and manufactures integrated circuits that enable significant improvements in system-level cost and performance for communications applications. Optichron® proprietary linearization technology is the industry's most efficient solution for correcting nonlinear distortion, a problem present in all signal processing systems. Signal linearization gives system designers more headroom to implement faster, more efficient systems that cost less to build and operate. For more information and product details please visit [www.optichron.com](http://www.optichron.com).

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