

# Dr. Opher Yaron Joins Mobius Consulting to Open its European Office

NEW YORK and Brussels, BELGIUM – (BUSINESS WIRE) – Mobius Consulting announces today that as of September 1, 2009 it extends its operations to Europe, and nominates Dr. Opher Yaron to head its new European office. The new office brings to Europe the full range of business and technical consulting services of Mobius Consulting, in the fields of mobile and wireless technologies. It is centrally located in Brussels, Belgium.

Dr. Yaron brings with him years of experience in technologies that are core to the business of Mobius. He is an expert in data communications and telecommunications, and accomplished manager and leader with diverse and multicultural environments. He is an experienced VP R&D, running multidisciplinary organizations of software, hardware, ASIC, QA and tech support, with particular strength in product strategy and systems architecture.

Since 2007 Dr. Yaron provides independent consulting services in data communications and telecommunications technologies, and in the various aspects of R&D management.

Before that he served as an Associate Vice President for Comverse, dealing with technology strategy and product architecture. Prior to Comverse Dr. Yaron served for ten years as Product Development Manager and Vice President of R&D for established as well as start-up companies in the areas of data communications, Voice over IP (VoIP) and advanced WLAN technologies.

Dr. Yaron's education includes a Doctor of Science (D.Sc.) Degree in electrical engineering from the Technion – Israel Institute of Technology, and M.Sc. in Mathematics from the Hebrew University in Jerusalem. He has eight U.S. Patents issued and has published in scientific journals and conferences.

"Mobile and wireless technologies are becoming increasingly important for businesses of all sizes to increase productivity and maintain a competitive edge. We believe we can help European enterprises select the best solutions for their needs, and deploy them efficiently to achieve the desired improvements," said Dr. Jacob Sharony, Founder and Principal Consultant of Mobius. "Opher is a strong addition to our team and we are confident he can bring our services to new clients in Europe that were previously out of reach."

Commenting on his appointment, Dr. Yaron said, "Mobius is a unique company in the consulting business, that is founded on the deep knowledge and vast experience of its team. I am excited to bring these services to Europe, where a huge opportunity exists for enterprises of all sizes to improve through the use of mobile and wireless technologies."

## About Mobius Consulting

Mobius Consulting is an independent consulting firm specializing in wireless and mobile technologies. The company's expertise stems from a team of industry and academic experts with a wealth of experience in the many facets of wireless and mobility. Our customers include equipment vendors, service providers, VC firms, entrepreneurs, and diverse entities seeking expert advice. We serve enterprise and various vertical markets, e.g., retail, logistics & transportation, healthcare, education, government and hospitality. Our mission is to help our customers to better understand the wireless/mobile domain, solve system problems, and provide with innovative solutions for better performance and differentiation. The company was founded in 2004 by [Dr. Jacob Sharony](#), a 25+ years technology veteran in mobile computing, wireless networking and information technologies. For more information, visit [www.mobiusconsulting.com](http://www.mobiusconsulting.com).

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