

Irish Broadband, Ireland

First WiMAX-ready network in Ireland

In 2002 the Irish government publicly stated its objective of achieving widespread broadband penetration in Ireland within three years.

As part of this strategy, in July 2002 ComReg (The Commission for Communications Regulation in Ireland) granted a telecoms license to Irish Broadband, a new telecoms operator, determined to provide alternative broadband services to those available from Ireland's two main operators, Eircom and Esat BT.

About Irish Broadband

- A new telecoms operator granted a license to offer telecoms services in July 2002
- Determined to deploy an aggressive network rollout and customer acquisition strategy

Irish Broadband's research clearly demonstrated that BWA would be the fastest, least expensive and most flexible way to meet the rising demand for reliable high-speed telecommunication services in Ireland.

The Challenge

- To take advantage of the Irish government's desire to achieve widespread broadband penetration
- To develop a reliable broadband network for residential and business customers
- To build a network that eliminates the use of the existing 'last mile' network of the incumbent operator
- To get service up-and-running as quickly as possible to connect customers and generate revenues immediately

BWA networks require low initial capital expenditures and have very low network operating costs - proportional to customer base and associated capacity needs. A BWA network allows Irish Broadband to provide a full broadband service without relying on the copper infrastructure of the incumbent operator, or laying new fiber or launching expensive satellites. BWA also enables Irish Broadband to reach areas not even serviced by existing infrastructures and, once the network is established, Irish Broadband can connect new customers within hours.

The Solution

- A broadband wireless access (BWA) network built using equipment from three Alvarion product suites: WALKair 1000, BreezeACCESS and BreezeMAX, its WiMAX-ready platform

BWA networks are also easy to upgrade, grow and expand. Base stations share the same frequency spectrum, therefore, if a base station needs more channels (capacity), additional bandwidth is simply allocated on the backhaul link.

The Result

- First company in Ireland to introduce guaranteed broadband connection speeds, offering high quality wireless leased lines at DSL prices
- BWA has enabled Irish Broadband to pursue an aggressive network rollout and customer acquisition strategy focusing on providing superior customer service across its full range of broadband products
- The first operational WiMAX-like network in Ireland

Irish Broadband then had to look for a BWA equipment vendor. As the clear market leader with installations in over 130 countries, Irish Broadband was impressed with Alvarion's pedigree, the performance of its equipment in multiple trials and also with the expertise of its staff. The decision to use base stations and CPEs from its BreezeACCESS suite was an easy one to make.

www.irishbroadband.ie

Customer type: Operator

Country / Region: Ireland / Western Europe

Solution: WALKair™ 1000, BreezeACCESS™ and BreezeMAX™ 3500

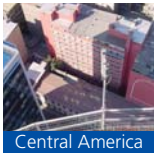
Application: High speed data and voice to business and homes



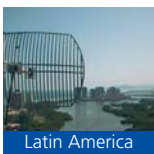
Irish Broadband



North America



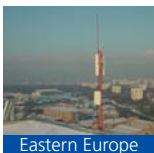
Central America



Latin America



Western Europe



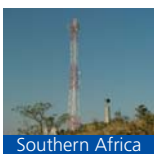
Eastern Europe



Asia Pacific



Northern Africa



Southern Africa



Offshore



“There’s no doubt that WiMAX is the future for operators building broadband wireless access networks. WiMAX will lower the prices of CPEs - savings we will be able to pass onto our customers. BreezeMAX is a natural evolution and standardization of the Alvarion technology, which we have been successfully using for a couple of years now. Alvarion is most definitely our vendor of choice.”

Paul Doody,
Managing
Director of Irish
Broadband

Irish Broadband's Network

In May 2003 Irish Broadband's BWA network operating in the license-free 2.4GHz frequency band went live in Dublin. Alvarion base stations were located in seven locations around the city.

Irish Broadband's network was a success from the start with customers queuing up to get broadband connectivity at prices starting from 35 euros a month for home users and 45 euros per month for businesses.

Network Expanded Within Months

Building on the successes of its initial deployments, in October 2003 Irish Broadband announced that it had expanded its network to utilize the recently released unlicensed 5.7GHz spectrum with the goal of expanding its customer base and thus increasing revenue.

Irish Broadband uses Alvarion's BreezeACCESS VL equipment developed specifically for the 5GHz spectrum. Irish Broadband's 5.7GHz base stations - which have a greater range - are used to feed the 2.4GHz base stations.

This enables Irish Broadband to reach more customers. In addition, BreezeACCESS VL's OFDM capability means that Irish Broadband can now reach customers in both urban and foliage-dense operating environments who are without direct line-of-sight to a base station.

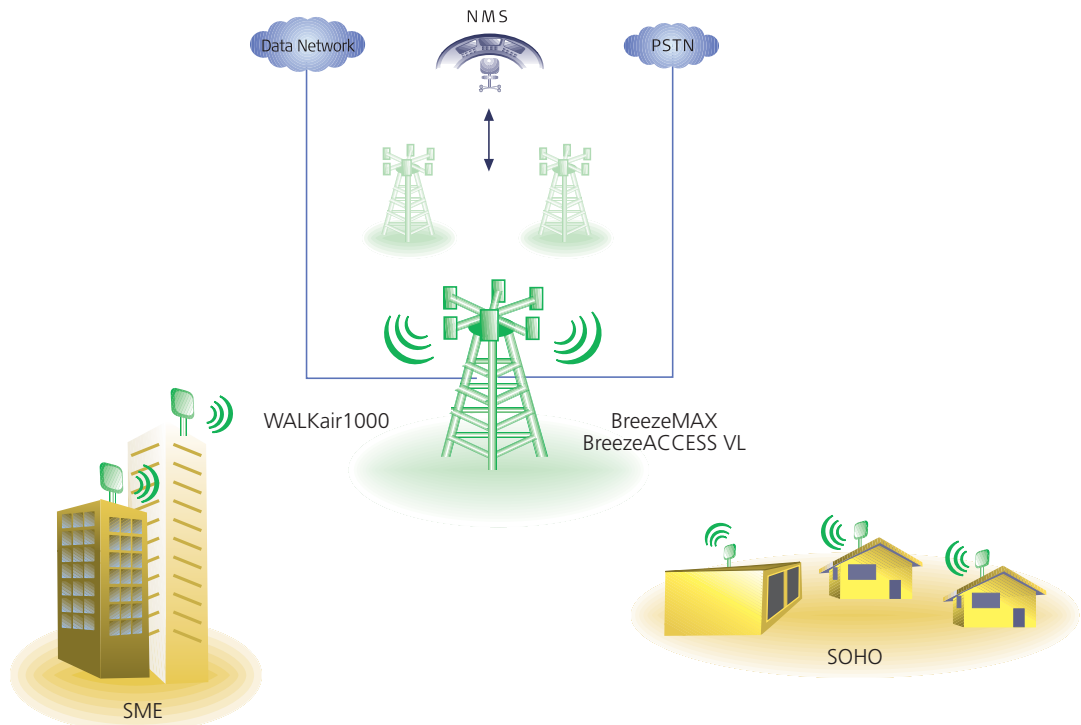
Irish Broadband is able to use the same management system for both networks as well as the same infrastructure. In addition, engineers, customer support staff and sales personnel work on both networks. Irish Broadband also uses equipment from Alvarion's WALKair 1000 range to provide E1 connectivity to larger customers. This operates over the 10.5GHz spectrum and runs as a separate network.

Further Expansion using BreezeMAX

In May 2004 Irish Broadband expanded its 5.7GHz network to Cork and plans further expansion to major cities throughout Ireland where broadband is either not available or prices for DSL services are expensive including Dundalk, Drogheda, Galway, Limerick and Waterford.

In addition, in 2004 the company was awarded a licence to operate in the 3.5GHz spectrum and will be building a network using BreezeMAX equipment in the cities of Dundalk, Drogheda, Galway, Limerick, and Waterford.

BreezeMAX is Alvarion's WiMAX-ready platform. It offers operators the ability to build economically compelling broadband networks. The initial release of the WiMAX platform, BreezeMAX 3500, operates in the 3.5GHz frequency band. This is the platform that the Intel chip will be integrated into.



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