

Brazilian WISP Selects Proxim to Deploy Broadband in 10 Cities

RDL Comunicações, Ltd., a São Paulo-based Wireless Internet Service Provider (WISP), was preparing a large-scale wireless broadband rollout to deploy broadband service to 10 rural cities and need to find a solution with an ideal balance of high-performance and cost-effectiveness. After evaluating solutions, RDL deployed Proxim’s unlicensed WiMAX and wireless backhaul technology to enable broadband service in 10 cities throughout Brazil.

Utilizing a combination of Proxim’s Tsunami™ QuickBridge and new Tsunami QB-8150 radios for wireless backhaul and Proxim’s Tsunami MP.11 unlicensed WiMAX radios to provide wireless access, RDL has deployed an end-to-end wireless broadband network with the capacity needed to support subscribers in 10 cities at a fraction of the cost of deploying fiber or copper cables. The cities in which RDL has currently launched service via Proxim’s equipment are: Barueri, Carapicuíba, Caieiras, Cotia, Franco da Rocha, Jandira, Itapevi, Osasco, Santana do Parnaíba and São Paulo.

“When evaluating solutions, we knew that rolling out service to these distributed cities via fiber or copper would be completely cost prohibitive,” said Ronaldo da Silva Nunes, Director at RDL Comunicações, Ltd. “Not only does Proxim provide better price and similar to or better performance than wired networks, but Proxim also performed better than the other wireless vendors we tested. And with Proxim, we get a one stop shop for all our wireless needs – from wireless backhaul to wireless access.”

To deploy fiber, it would have cost RDL up to \$6,500 per kilometer. Some of the Proxim Tsunami QB-8150 wireless backhaul links operate at up to 40 km hops – distances that would cost up to \$260,000 to connect via fiber. RDL worked with Proxim distributor Seal Telecom to identify the best wireless solutions for reducing these large deployment costs. As a result of utilizing Proxim’s wireless backhaul and unlicensed WiMAX solutions, RDL estimates a complete system ROI of less than 12 months.

“At Proxim, all we do is wireless. We have a complete wireless broadband ecosystem, which gives us the ability to deploy broadband networks that perform similar to or better than wired networks, but for a fraction of the cost,” said Mauricio Meirelles, Regional Technical Sales Manager in Brazil for Proxim Wireless. “As a result, we have a great deal of experience displacing wired technologies and accelerating ROI for our customers’ broadband networks.”



Challenge:

- RDL Comunicações, Ltd. was looking for a high-performance yet cost-effective wireless solution to provide broadband service to 10 cities throughout Brazil
- A complete end-to-end solution was needed, which could provide wireless backhaul and point-to-multipoint connectivity
- The total cost of the solution had to be a fraction of the high cost of fiber

Proxim solutions:

- Proxim Tsunami™ QuickBridge – Quick, easy-to-install point-to-point wireless backhaul that provides a complete hop in a box
- Proxim Tsunami QB-8150 – High-capacity, carrier-grade point-to-point wireless backhaul with NLOS capabilities
- Proxim Tsunami MP.11 – Base stations and subscriber units provide license-free point-to-multipoint/WiMAX connectivity

Results:

- RDL was able to deploy broadband service to subscribers in 10 Brazilian cities in a fraction of the time it would take to deploy fiber
- Proxim’s wireless solutions provided a cost savings of several orders of magnitude compared to fiber
- As a result of Proxim’s solutions, the total ROI for the deployment is less than 12 months

ABOUT PROXIM

Proxim Wireless Corporation (OTCQX: PRXM) provides Wi-Fi®, WiMAX, Point-to-Multipoint and Point-to-Point Backhaul technologies for a complete indoor and outdoor wireless broadband ecosystem. Our systems enable service providers, governments and enterprises to deploy fixed and mobile security and video surveillance, indoor and outdoor Wi-Fi, business and residential internet access and cell tower backhaul. Proxim has shipped more than 2 million wireless devices to more than 250,000 customers in over 65 countries worldwide. Proxim is ISO 9001-2008 certified. For more information, visit <http://www.proxim.com>.