

Prepare for 3G Applications

The challenge:

While cellular traffic is already on the rise, experts predict a boom in bandwidth usage once cellular providers migrate to 3G technologies. The added bandwidth enabled by 3G will allow providers to offer a host of new multimedia applications. This, in turn, will raise the average bandwidth consumption per subscriber. To handle this increase, cellular providers must begin adding additional capacity today to ease the transition later. Leased lines with legacy cellular equipment on both ends is an extremely expensive way to expand the network.

The solution:

Adding IP-based network capacity prepares for the advent of 3G and positions a service provider to be early to market with new high-bandwidth services. Wireless backhaul equipment allows cellular carriers to see not only a 12 month payback relative to leased line backhaul, but gives the scalability and flexibility that the future of 3G applications will demand. Wireless allows a tiered service plan and added bandwidth per subscriber without upgrading equipment.

The products:

• Tsunami Point-to-Point

• Lynx

2 x T1

2 x T1

POP

45 Mbps

INTERNET

Switching Office



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