

Simply Connect

Truly Self-Installable, Field-Proven Solutions for Mobile WiMAX™ Service Providers

Self-installation capabilities are important to ensure profitability and the introduction of top quality, robust retail models which reduce the strain on service personnel. Many vendors claim self-installation for their solutions – however, it would appear that self-installable equipment for broadband wireless access (for both residential and enterprise customers) still remains the Achilles heel for many.

Simply Connect: A Paradigm Shift in Self Installation

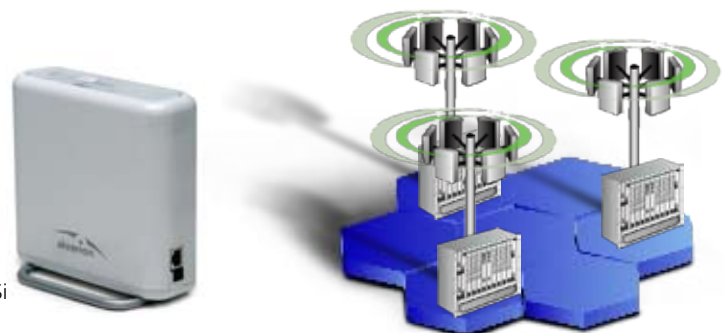
At Alvarion, the implementation of a self-install BreezeMAX® model (BreezeMAX Si) is generating a paradigm shift in the WiMAX™ industry, simplifying the self-installation process of BreezeMAX products and giving real meaning to the term *simply connect*. The result is a range of top performance self-installing products which offer robust subscriber acquisition solutions.

The BreezeMAX Si approach is based on network equipment, radio base stations and a compact WiMAX device in a single box. This box is designed specifically for subscribers to install by themselves, and includes multiple intelligent automatic provisioning methods for operator selection according to needs.

The BreezeMAX Si solution is suitable for indoor subscriber installations and provides both multimedia and voice services for fixed and nomadic users using Mobile WiMAX™ 802.16e technology. BreezeMAX Si supports 2.3, 2.5 and 3.5 GHz bands, and is an integral part of Alvarion's OPEN™ WiMAX ecosystem. It includes a range of built-in technologies, such as advanced antenna switching, hybrid ARQ, sub-channelization and receive (Rx) sensitivity for enhanced coverage, capacity and user throughput.



BreezeMAX Si



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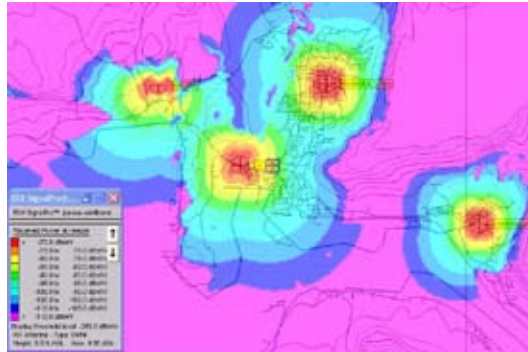
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Typical signal intensity in dBm in sub-urban development

Field Proven Experience

Alvarion's deployment experience and customer reports show that BreezeMAX Si solutions are easy-to-use and provide superior performance in coverage, capacity and throughput, often exceeding expectations. Typical examples include:

- A Latin American open environment deployment with a 15 km coverage range and downstream data rate of 5 Mbps per user at the 10 km range (in comparison to competitive products which failed to exceed a range of even 1 km).
- A dense urban Latin American deployment with a 5 km coverage range and downstream data rate exceeding 8 Mbps per user.
- Sub-urban deployments in North America with a 6 km coverage offering 8 Mbps and more than 2 Mbps per user in the downstream and upstream, respectively.

Improving the Business Case

Alvarion's BreezeMAX Si solution reduces capex and opex and increases ARPU. Capex reduction is achieved with Alvarion's SentieM™ WiMAX technologies which significantly increase coverage and capacity, thereby reducing infrastructure costs. Additionally, no field engineers are required for installation and the CPE is small, easy-to-install and supports advanced provisioning mechanisms, thus reducing operation costs to practically zero. Finally, SentieM technologies also enhance user experience in real time, media-centric applications, enabling the provision of value-added services that increase ARPU.

Benefits for Subscribers and Operators

For subscribers, BreezeMAX Si is an easy-to-use plug and play solution. It offers data, voice and Wi-Fi interfaces in a compact desk-mounted box, with multi-device support through use of the same smart card for different CPEs. For operators, BreezeMAX Si eliminates CPE deployment costs and reduces expensive infrastructure costs. Furthermore, market acceptance is accelerated because the solution sales model utilizes any retail outlet and is not limited by technician availability.



Three base station sites installed along sea shore