

APPLICATION NOTE

LAST MILE ACCESS



Reaching New Home Subscribers Using Wireless Networks

The challenge:

Though some lucky urban residents have come to take DSL or cable-Internet service for granted and penetration is high, many others – including rural residents – are having a much different experience. Because of the low population density, service providers have found the cost of bringing cabled broadband into rural communities difficult to justify. In more densely populated areas, existing broadband service might be unreliable or expensive – opening an opportunity for competition if a newcomer could afford the infrastructure.

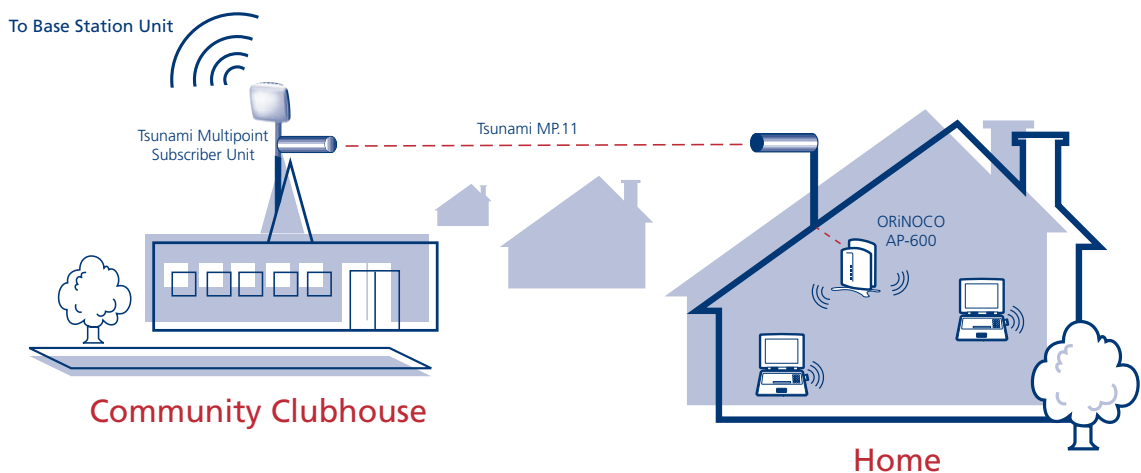
The solution:

With broadband wireless solutions, the setup time for establishing broadband service in new geographies is both fast and affordable. The solutions come with scalable bandwidth options and remote equipment maintenance features, and eliminate the need for trenching. Entering a rural community as the first to offer reliable broadband taps into pent-up customer demand. Or, entering into a market with new broadband service that is more reliable or more affordable than the existing DSL or cable provider creates a viable market opportunity. Especially when combined with Proxim's Wi-Fi equipment in the home, broadband wireless makes an attractive and differentiated service offering.

As an added benefit, Proxim equipment allows service differentiation for residential customers. For flexible service offerings, wireless last mile products from Proxim come in capacity variations to enable tiered subscriber plans to fit every customer's budget and needs.

The products:

- Tsunami MP.11
- Tsunami Multipoint
- Tsunami Point-to-Point
- Tsunami QuickBridge



Proxim Corporation
935 Stewart Drive
Sunnyvale, California 94085

tel: 800.229.1630
tel: 408.731.2700
www.proxim.com