



Redefining Remote Access: New Options Extend Wireless Broadband to Rural Areas, Deliver Greater ROI

Reaching remote rural customers with reliable, high-speed Internet access can be an expensive proposition for both wireless service providers and customers alike. Additionally, the performance of available solutions, particularly entry level options, remains equally challenging. Service providers want a system like the Motorola PMP solutions that is proven and reliable for rural applications, but find that it is expensive to deploy a system with capacity for 200 subscribers in sparsely populated areas with ten subscribers. But that's about to change. New, Motorola, full-featured wireless broadband technology eliminates existing barriers to market entry for many providers and delivers a strong ROI even in the most challenging geographic and low-density deployments. With stimulus funding available through the American Recovery and Reinvestment Act, new broadband infrastructure initiatives will likely see a year-end surge.

"We have been using Motorola Point-to-Multipoint wireless solutions for our commercial, business and private sector customers for many years with great success," said Bob Zakarian, CEO, Community WISP.

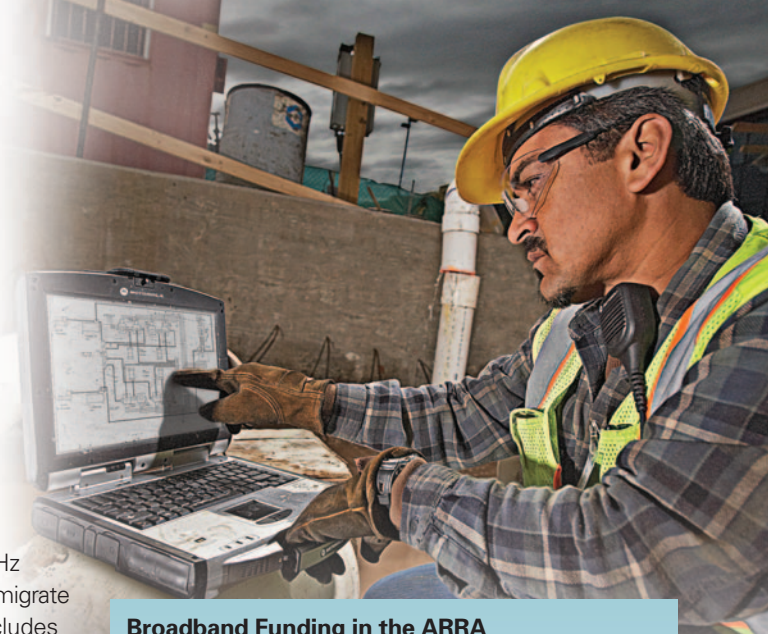
Evaluating the Options

The mobile use of wireless devices is quickly migrating from making voice calls to accessing the Internet and being "always on". The increasing demand for access to broadband data on the move is creating many challenges, particularly in a rural environment. While industry debate continues about the best delivery methods to connect broadband-challenged rural communities, financial viability remains the biggest stumbling block.

In sparsely populated areas, the cost of installing an access point cluster to serve a small number of subscribers can be difficult to justify. Service providers don't have to settle for a lesser features system to reach sparsely populated areas. The availability of stimulus funding through the RUS Broadband Initiative

Program (BIP) and NTIA BTOP allows wireless services providers to redefine their technology, partner and business strategies to deliver access where they couldn't before. Industry experts caution, however, that today's low-cost broadband network solutions are not created equal.

- Is the solution GPS synchronized?
- Does the system interoperate cleanly with other solutions such as backhauls and mesh networks?
- Does the vendor have the best software tools to help design, deploy and manage the network equipment?
- Is the solution expandable to grow as my connectivity needs evolve to include voice, video and data services?
- Does the solution offer multiple connectivity options such as licensed/unlicensed, fixed/mobile, indoor/outdoor that are proven in the field?



The New AP Limited

For reliable, cost-effective broadband access, Motorola's Broadband Solutions portfolio provides service providers with a variety of options to meet their network infrastructure needs. The latest addition to Motorola's Point-to-Multipoint (PMP) offering, the 900 MHz AP Limited, delivers a low-cost entry point to migrate to PMP network technology. The AP Limited includes the features and functionality of a full AP:

- GPS synchronization
- Reliable hardware performance
- AES encryption option (FIPS 197 certified)
- Element management
- Capacity for up to 10 subscribers
- Upgradeable to add capacity through over-the-air software upgrade
- Interoperable with Motorola PMP solutions

The AP Limited is specifically designed to serve a smaller number of subscribers (10 or less). Easy to upgrade, the AP Limited is backwards compatible and can coexist with all Motorola PMP solutions.

AP Lite is available only as bundle packs:	
HK1864A 900 MHz AP Lite Bundle Pack includes (1) AP and (10) SMs	MSRP \$4,005
HK1865A 900 MHz AP Lite Bundle Pack with AES; includes (1) AP and (10) SMs	\$5,500
Available individually:	
SG00PL3019AA 900 MHz AP Lite to Full Upgrade Key	\$1,340

Broadband Funding in the ARRA

There is a total of \$7.2 billion appropriated for broadband funding in through two federal agencies: (1) The Commerce Department's National Telecommunications and Information Administration (NTIA) will receive \$4.7 billion to administer the "Broadband Technology Opportunities Program" (2) The Agriculture Department's Rural Utilities Service (RUS) will receive \$2.8 billion for a broadband deployment program. To apply for funding, visit www.broadbandusa.gov.

Broadband Stimulus Plan Breakdown

Designation	Amount	Purpose
Rural Utilities Services	\$2,825,000,000	Open Access Broadband Infrastructure in Rural Areas
Wireless Development Grant	\$1,000,000,000	Wireless Voice in unserved areas; Wireless BB in underserved areas
Broadband Development Grant	\$1,825,000,000	To provide basic broadband to unserved areas; and to provide advanced broadband in underserved areas
State Broadband Data & Dev. Act	\$350,000,000	Broadband Inventory Mapping by State

Source: ARRP, Broadbandtrends

About Motorola Wireless Broadband

Motorola's comprehensive portfolio of reliable and cost-effective wireless broadband solutions together with our WLAN solutions provide and extend coverage both indoors and outdoors. The Motorola Wireless Broadband portfolio offers high-speed Point-to-Point, Point-to-Multipoint, Mesh, Wi-Fi and WiMAX networks that support data, voice and video communications, enabling a broad range of fixed and mobile applications for public and private systems. With Motorola's innovative software solutions, customers can design, deploy and manage a broadband network, maximizing uptime and reliability while lowering installation costs.



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www.motorola.com/wirelessbroadband