



# Cisco WiMAX E2E Solution

## Architecture Overview

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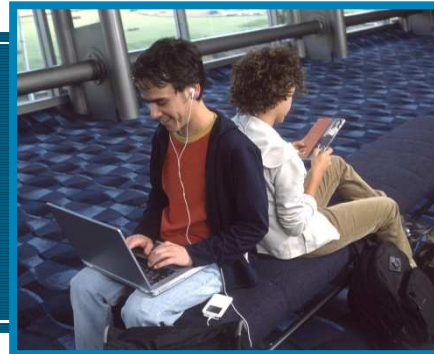
**Cisco Systems, Inc.**

# Agenda

- WiMAX Introduction
- Cisco WiMAX Broadband Architecture
- Cisco WiMAX Service Models
- Cisco References
- Summary

# Businesses and Consumers Want Mobility

- Connected Anywhere, Any Time With Any Device
- The Mobility Experience Needs to be Simple, Convenient and Reliable
- Demand a High-Quality Multimedia Experience
- Seamless Roaming Across Networks



# Cisco Mobility:

Enabling 'The Connected Life'



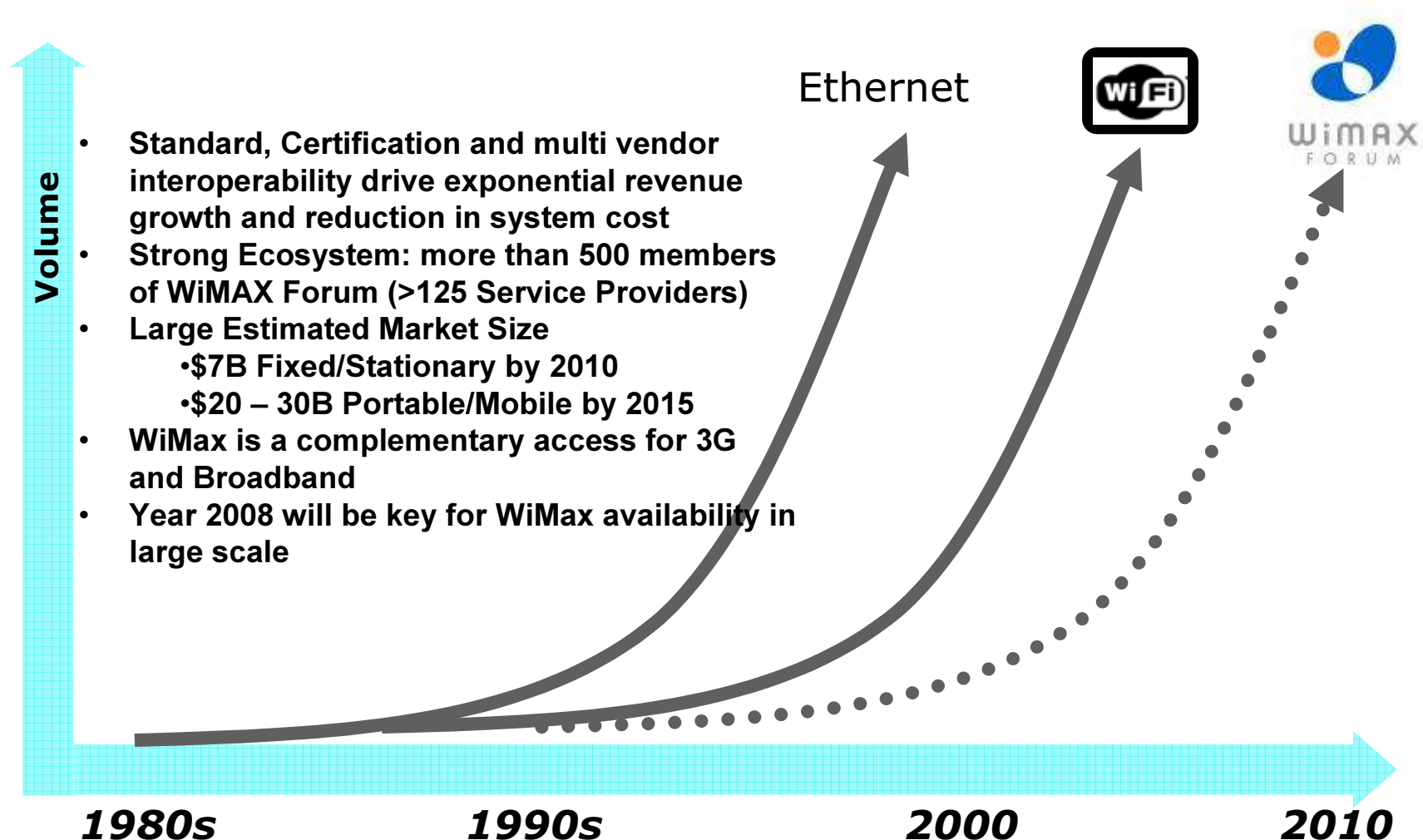
## Cisco Mobility: Why IP Mobility?

- IP Is the single common element in all transport architectures: GSM, WiMAX, WiFi-Mesh
- IP Mobility enables services to be 'anchored' even while subscribers move between transports
- IP-Centered service exchange framework (SEF) enables per-subscriber customization of services
- IP 'Openness' ensures a thriving ecosystem that delivers cost benefits throughout the service-delivery chain: transport, operations, applications...

# WHY WiMAX?

*Following the same adoption curve ...*

## *The Path to Volume Economics*



\*Other names and brands may be claimed as the property of others.

# The Real Opportunity

## Country Transformation and 'Digital Inclusion'



Source: EIU, Telegeography, Point Topic, Cisco Analysis

# The Broadband Wireless Market

## *Why is WiMAX Important for Cisco ?*



- WiMAX Leverages IP technologies throughout; a natural fit for Cisco
- WiMAX Enhances Cisco's existing market-leading WiFi and WiFi mesh solutions



WiMAX (802.16e-2005) enables a wide range of fixed and mobile 'any play' services to deliver the **Connected Life** experience



- Service Providers: Improved cost effectiveness with significant reductions in capital and operational expenditures  
Faster time-to-market; no wires  
Complements and extends existing cellular / broadband offerings
- Governments: An efficient means to enable 'Digital Inclusion'



# Cisco Acquired Navini on Dec. 21, 2007

## Best-in-Class Innovation, Experience, Technology

### Leading WiMAX Portfolio

- From base stations to modems
- Commercially deployed smart beam-forming technology
- Mobile WiMAX 802.16e-2005 compliant

### Unmatched Innovation

- Advanced WiMAX RF capabilities
- Pioneering Smart Beam-Forming with MIMO; 75 patents (granted/pending)



### Strong Value Proposition

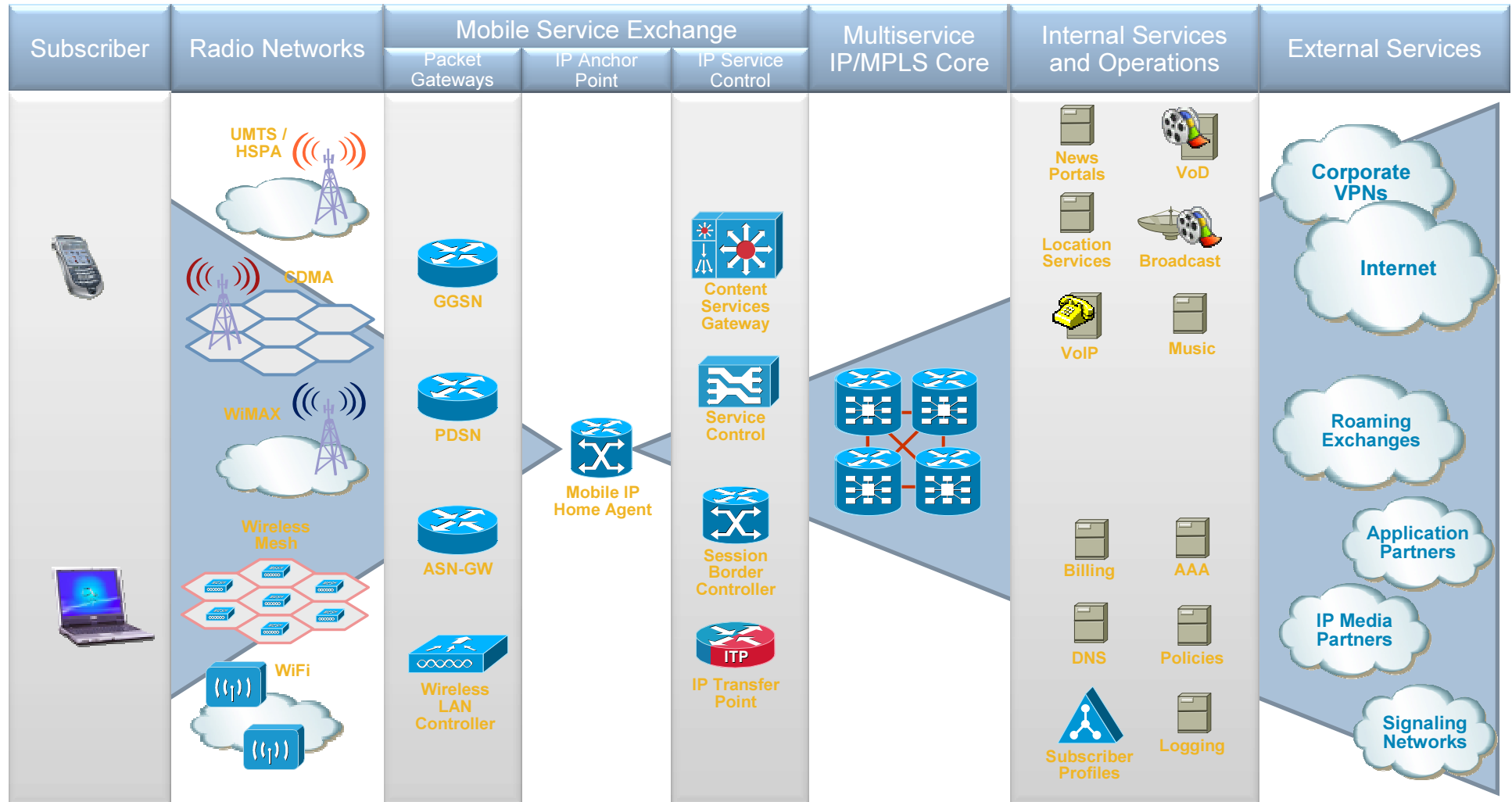
- Yields OpEx & CapEx savings requiring up to 50% fewer sites
- Delivers higher peak data-rates and throughput – out & indoor
- 75 networks in 50 countries on 6 continents

### Cisco Fit

- Shared IP-centric vision on mass market wireless broadband
- Geographically co-located (Richardson & Bangalore)
- Experienced people innovative culture

# Cisco IP Next Generation Networks

*IP Forms the Foundation for True Mobility for WiMAX*



Persistent Roaming Across Wireless Access Networks

Subscriber-Differentiated IP Service Delivery

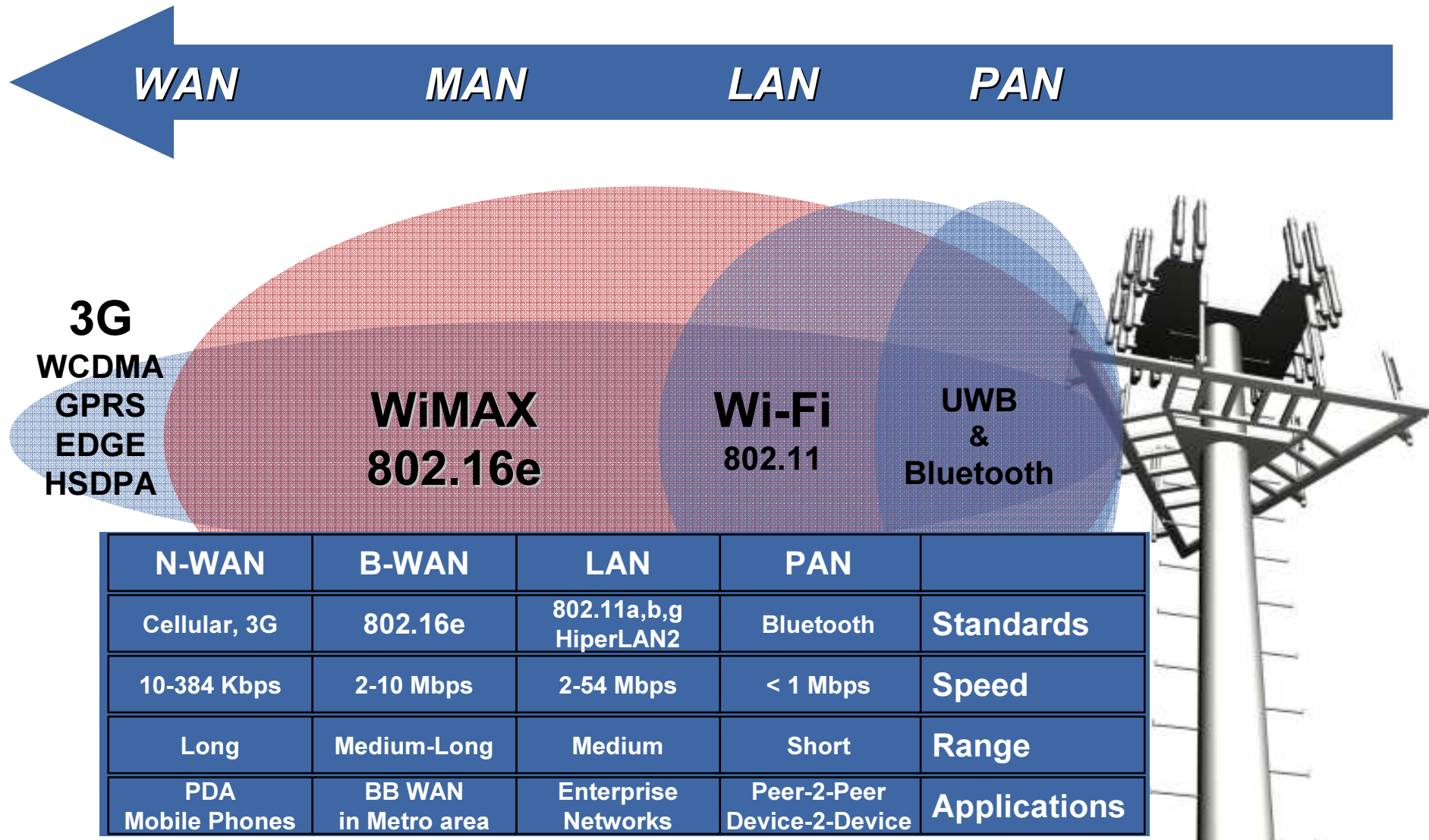


# WiMAX Technology Overview



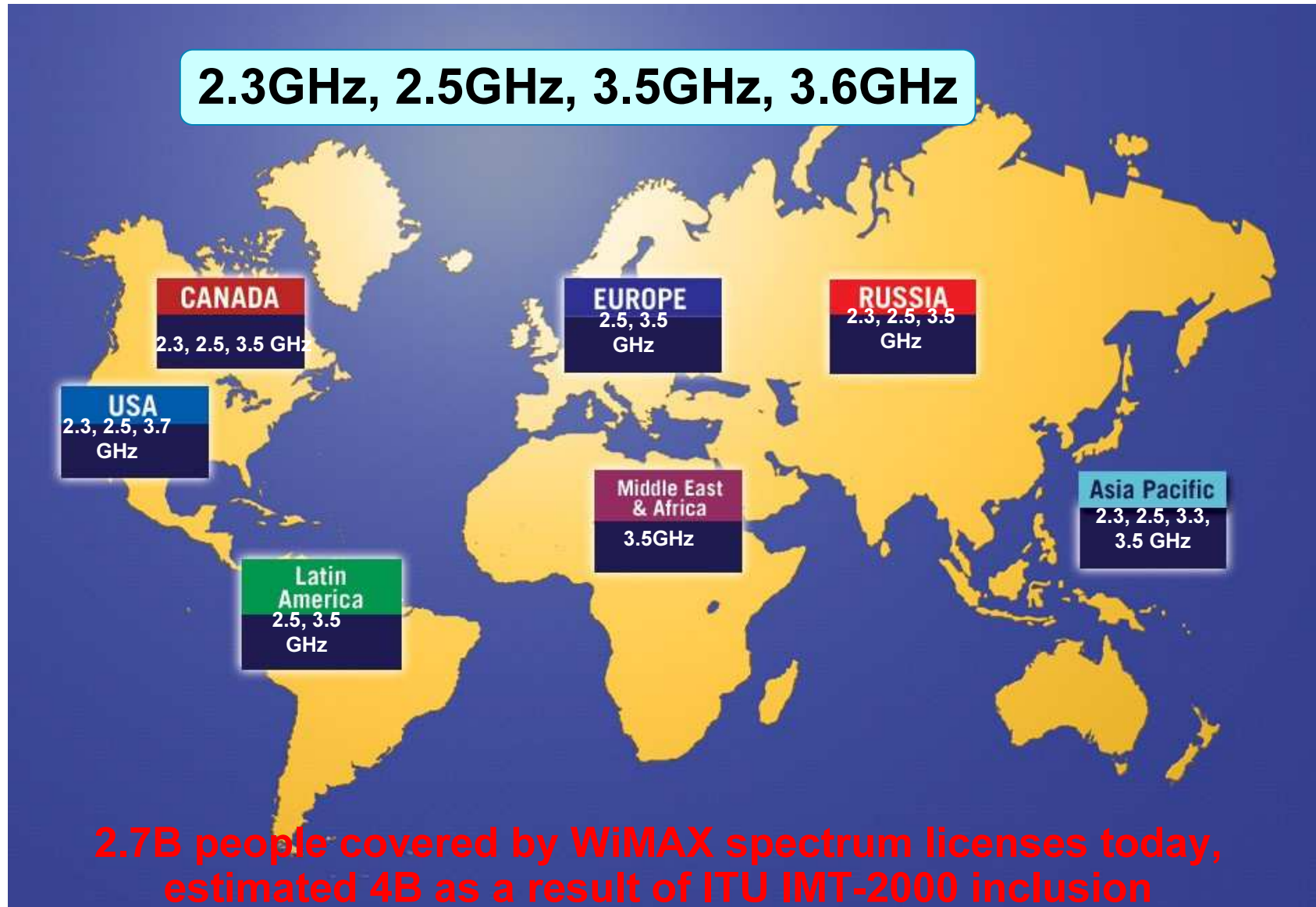
# Where does WiMAX fit?

(WiMAX: Worldwide Interoperability for Microwave Access)



# Spectrum by Region for 16e

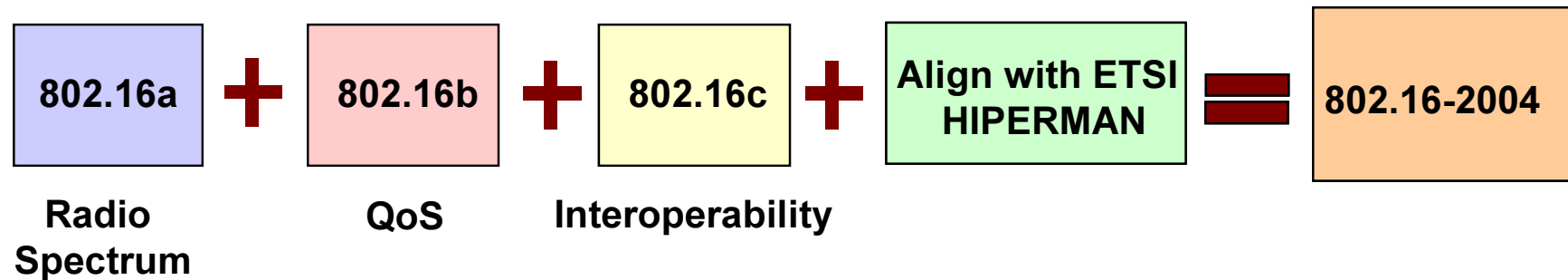
2005 - 2007 Spectrum Focus



Source: WiMAX Forum

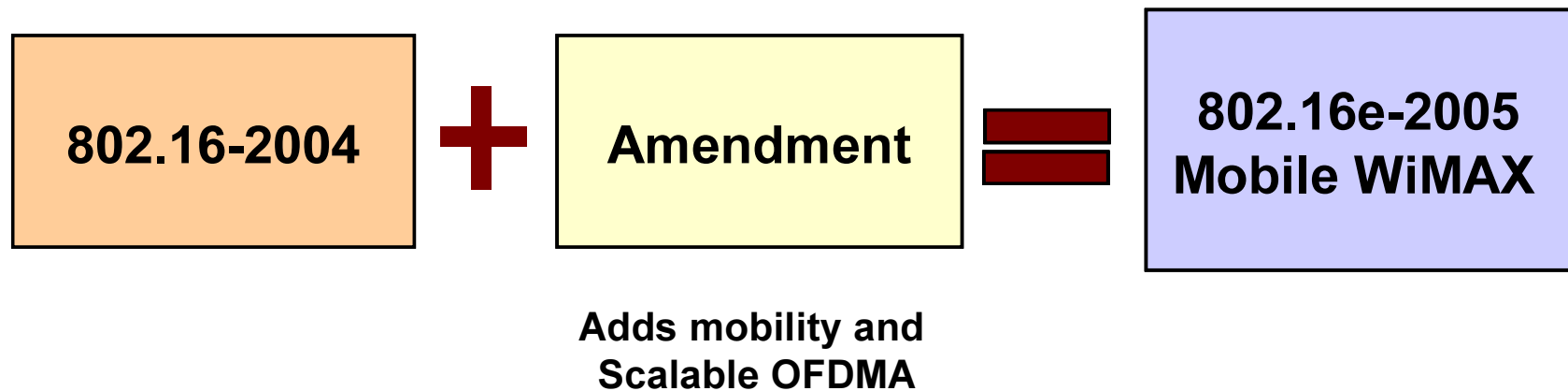
# IEEE 802.16 Standards Evolution

December 2001: First 802.16 Standard Approved



June 2004: 802.16d-2004 Approved

# IEEE 802.16 Standards Evolution, continued

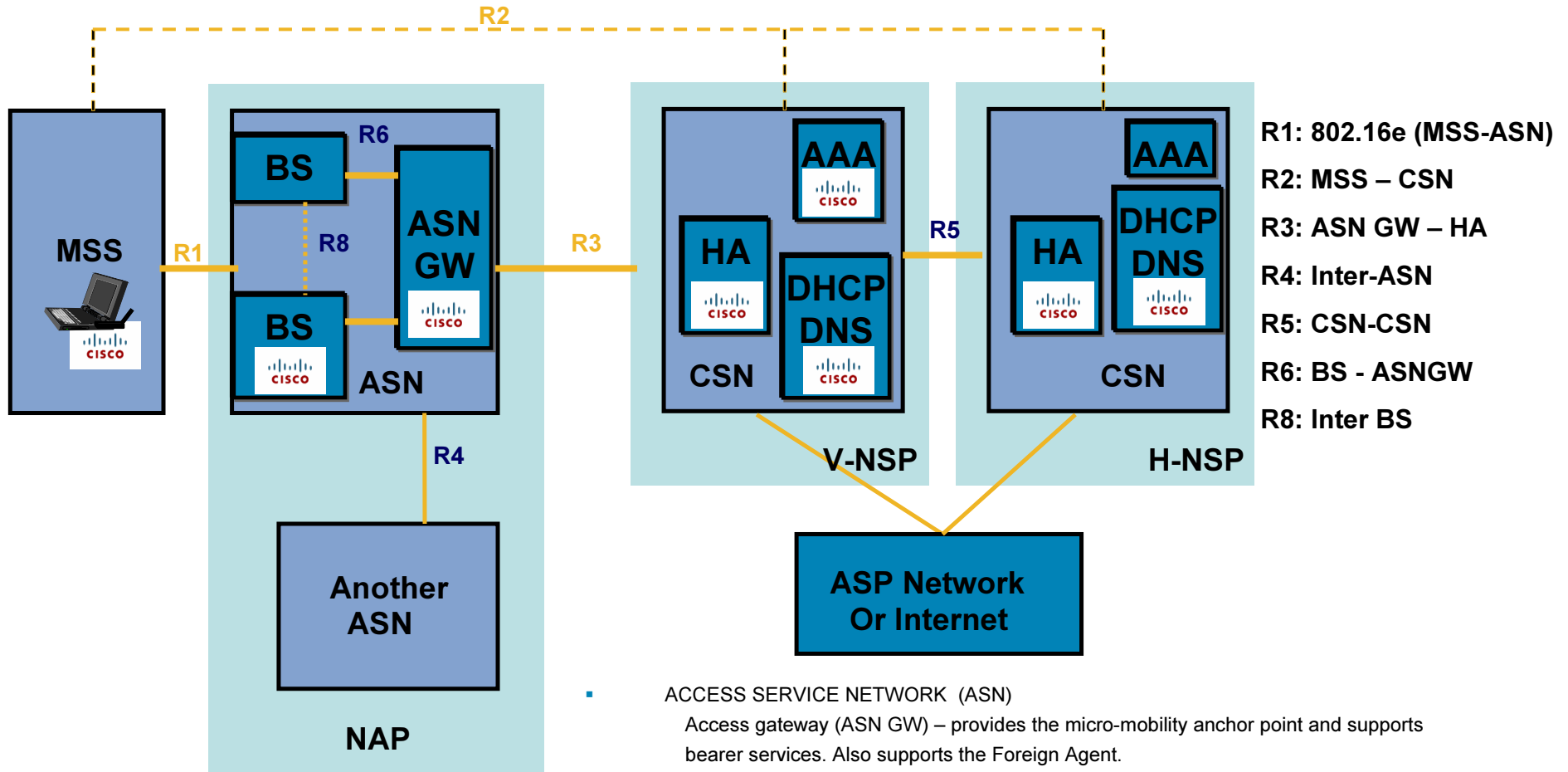


# WiMAX Forum Certification

- WiMAX Forum acts as a certification body
- 2 components of certification:
  - Conformance testing
  - Interoperability testing
- To certify, equipment must adhere and comply with a defined WiMAX Forum profile
- Certification is intended to guarantee
  - Equipment complies with the 802.16e-2005 standard
  - Equipment can interoperate with equipment from other manufacturers
- Only WiMAX Forum Certified equipment has been proven interoperable with other vendors' WiMAX Forum Certified equipment



# WiMAX End to End Network Reference Model



- R1: 802.16e (MSS-ASN)
- R2: MSS – CSN
- R3: ASN GW – HA
- R4: Inter-ASN
- R5: CSN-CSN
- R6: BS - ASNGW
- R8: Inter BS

**MSS – Mobile Subscriber Station**  
**NAP – Network Access Provider**  
**NSP – Network Service Provider**

- **ACCESS SERVICE NETWORK (ASN)**  
 Access gateway (ASN GW) – provides the micro-mobility anchor point and supports bearer services. Also supports the Foreign Agent.  
 Base station (BS) – provides the radio dependent functions and has limited IP functionality
- **CORE SERVICES NETWORK (CSN)**  
 Home agent (HA) – provides the macro-mobility anchor point and supports bearer services , if roaming/mobility is desired.  
 Other Network Elements such as AAA, DHCP servers and more are also in the CSN.

# WiMAX QoS & Scheduling Schemes

## Specifications & Applications...

QoS Category	Applications	QoS Specifications
<b>UGS</b> Unsolicited Grant Service	VoIP	<ul style="list-style-type: none"> <li>•Maximum Sustained Rate</li> <li>•Maximum Latency</li> <li>•Jitter Tolerance</li> </ul>
<b>rtVR</b> Real-Time Variable Rate Service	Streaming Audio or Video	<ul style="list-style-type: none"> <li>•Minimum Reserved Rate</li> <li>•Maximum Sustained Rate</li> <li>•Maximum Latency</li> <li>•Traffic Priority</li> </ul>
<b>ErtVR</b> Extended Real-Time Variable Rate Service	Voice with Activity Detection (VoIP)	<ul style="list-style-type: none"> <li>•Minimum Reserved Rate</li> <li>•Maximum Sustained Rate</li> <li>•Maximum Latency</li> <li>•Jitter Tolerance</li> <li>•Traffic Priority</li> </ul>
<b>nrtVR</b> Non-Real-Time Variable Rate Service	FTP File Transfer Protocol	<ul style="list-style-type: none"> <li>•Minimum Reserved Rate</li> <li>•Maximum Sustained Rate</li> <li>•Traffic Priority</li> </ul>
<b>BE</b> Best-Effort Service	Data, Web Browsing, etc.	<ul style="list-style-type: none"> <li>•Maximum Sustained Rate</li> <li>•Traffic Priority</li> </ul>

### ▪ Service Flows:

Mechanism defined in Mobile WiMAX to provide QoS

Uni-directional flow of packets associated with certain defined QoS parameters for traffic

### ▪ Connections:

Unidirectional logical link between BS and CPE

Each connection is associated with a service flow delivering the necessary QoS over the air interface

### ▪ Packet Classifiers:

Each service flow also has packet classifiers associated with it to determine criteria used by the MAC layer to associate packets into service flows

- Mobile WiMAX scheduling based on QoS service Flows associated with each packet

# WiMAX Solution Security and Authentication

## Framework Overview...

- **PKMv2 Framework**

Mobile WiMax uses the Privacy and Key Management Protocol Version 2 (PKMv2) to manage all security, authentication and encryption schemes over the air interface

PKMv2 manages AK security using PKM messaging between BS and CPE

- **Device and User authentication:**

User authentication in Mobile WiMAX is done using EAP authentication schemes.

Navini Mobile WiMAX solution supports EAP-TLS, EAP-TTLS and EAP-AKA etc

Device authentication done using X.509 certificates in WiMAX CPE

- **Traffic Encryption:**

Traffic encryption using 128 bit AES encryption scheme

AES encryption keys derives from EAP authentication and transported over PKMv2 framework

- **Security context and associations:**

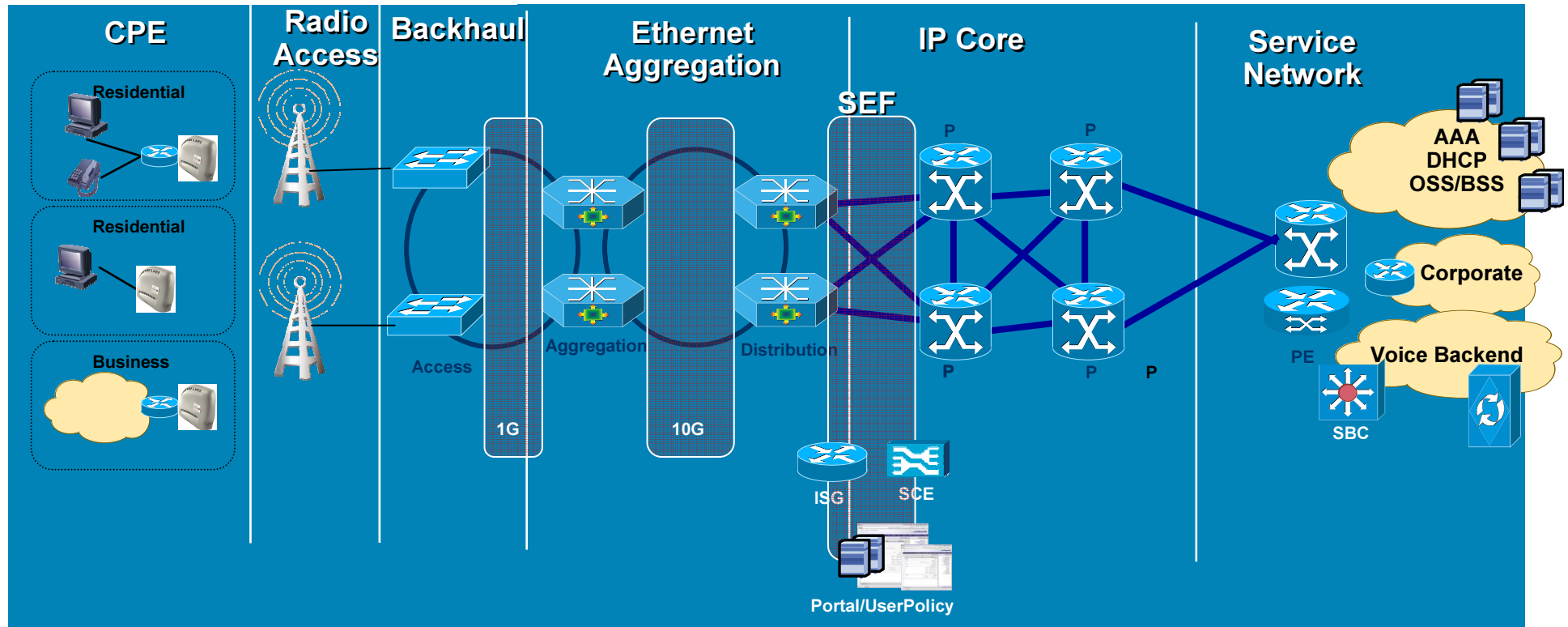
All security and encryption contexts and associations maintained over mobility events and other network events



# Cisco Wimax Broadband Architecture



# E2E Solution Components (Phase 1 Q2CY08)



**ISR Routers**  
8xx/18/28/38xx

**BTS (2.3/2.5/3.5)**  
MX8  
MX2

**ASN GW**  
7300  
7600(SAMI)

**IP Core**  
ISG  
SCE (Packet Inspection)  
CME (Broadhop)  
BTS10200 (Softswitch)  
CNR (DHCP)  
CAR (AAA)

**Network Mgmt**  
BTS / ASN EMS  
Cisco Works

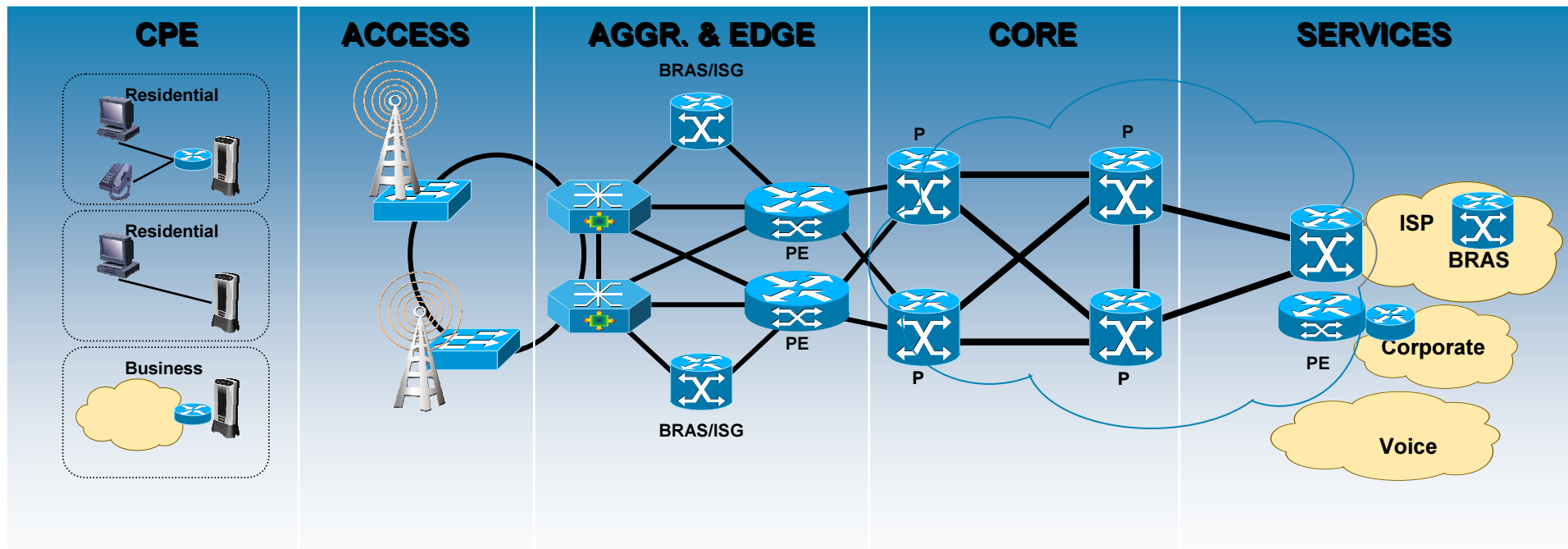
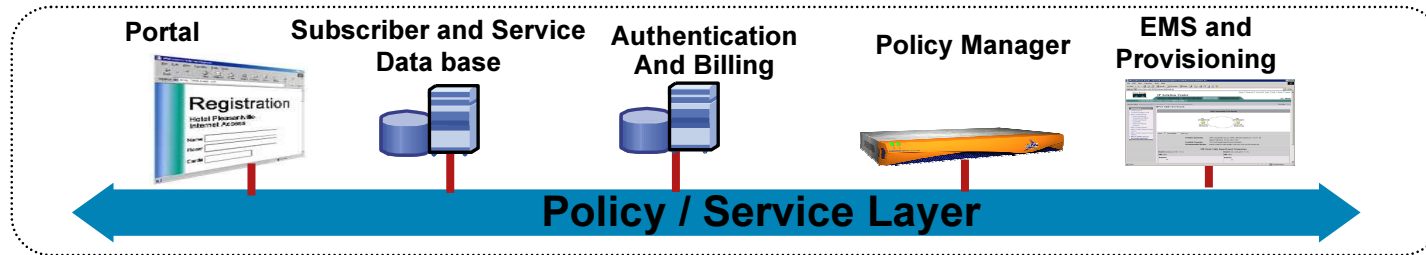
**LinkSys Voice**  
PAP2v2  
WRP400

**BackHaul**  
ME3400  
ME3750

**Aggregation /MSE**  
7600(ES20)

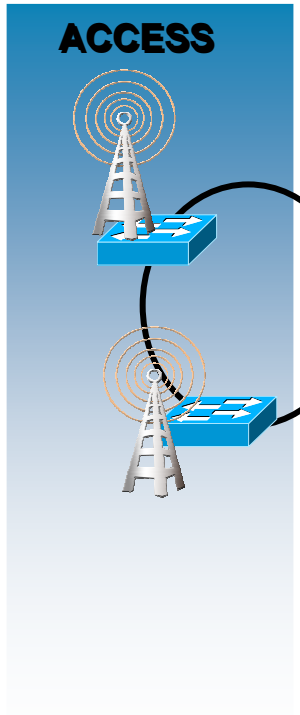
**CPE**  
LMX

# Solution Architectural Building blocks





# Access Network



## WiMAX partner Base-Station

- WiMAX Forum Certified (16d-2004 or 16e-2005)
- Micro base station (sector controller) or Chassis
- Point to Multipoint Access
- Transparent bridging or L3 (Ethernet CS or IP CS)
- 3.5, 5, 7, 10, 20 Mhz Channel sizes
- QoS – based on L2/L3 classification
- Fast Ethernet, Gigabit Ethernet uplinks
- X.509/3DES (authentication/key exchange)
- EAP proxy authenticator
- R6 Tunnel Initiator (keyed-GRE) to ASN-gw
- DHCP Option 82 (release 1.2)

## Cisco ME3400

- Sector controller/Micro BS aggregation
- UNI isolated and communities
- Ethernet/IP Model

## Cisco 3750ME

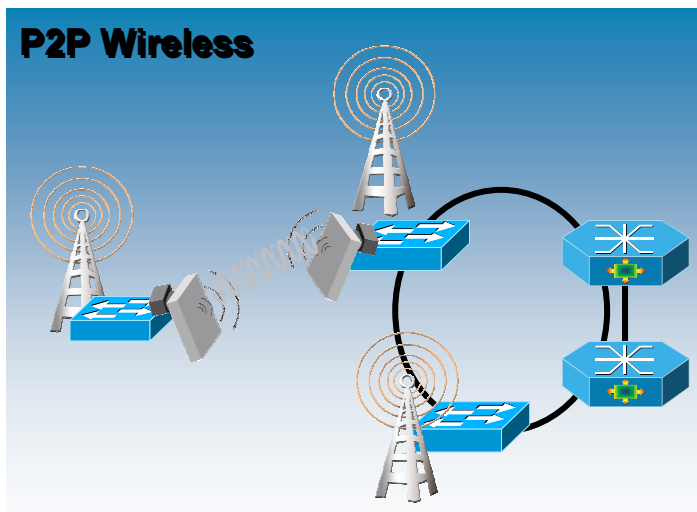
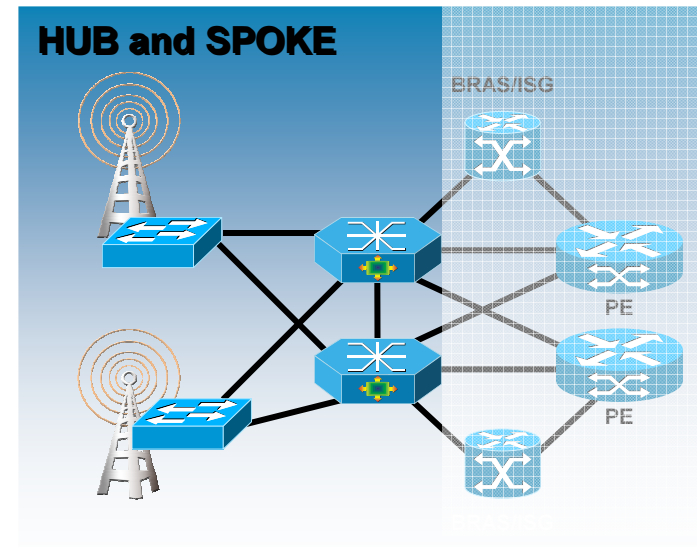
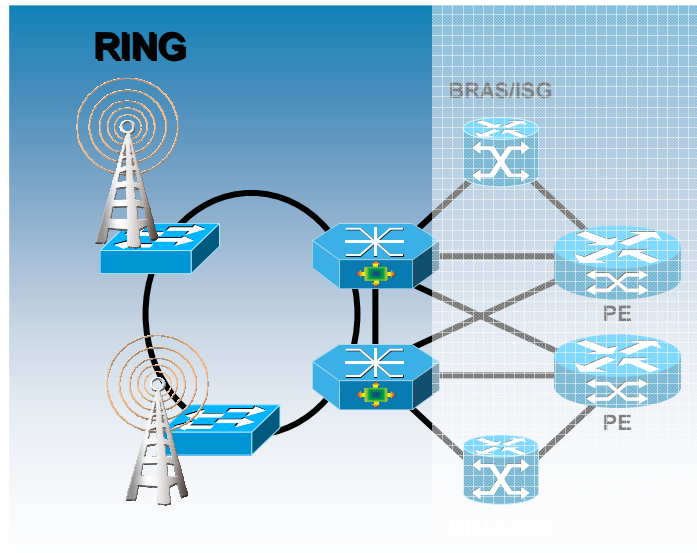
- Sector controller/ Micro BS aggregation
- Ethernet/IP and MPLS/IP Model
- H-QoS / H-VPLS

**Access Products**

WiMAX FORUM

CARRIER ETHERNET  
MEF  
Certified Compliant

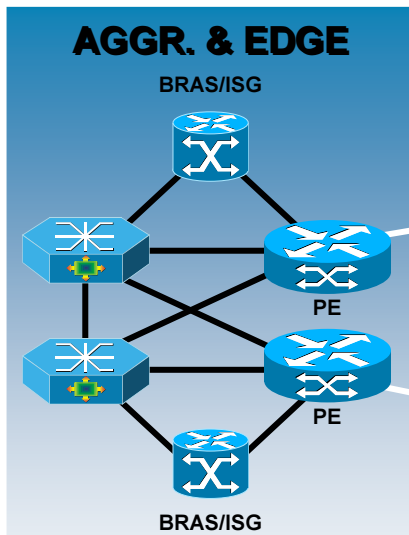
# Access Network Topologies



## Access Network Topologies

1. Switched Gigabit Ethernet rings
2. Switched GE Hub and Spoke
3. Wireless P2P links (remote areas) using:
  - Private (Licensed) uWave
  - Public (unlicensed) RF (Wi-Fi)
  - P2P Wireless WiMAX

# Aggregation and Edge Network



## Distribution Node

- 7600
- Multi Access aggregation
- H-QoS
- EoMPLS Aggregation
- H-VPLS Switching
- MPLS PE
- DHCP Relay
- **ASN Gateway module (Mobile WiMAX gateway)**

## BRAS/ISG

- 7200/7300/10K
- PPPoE/IPoE model
- Dynamic Subscriber Policy (RADIUS CoA)

## MPLS PE

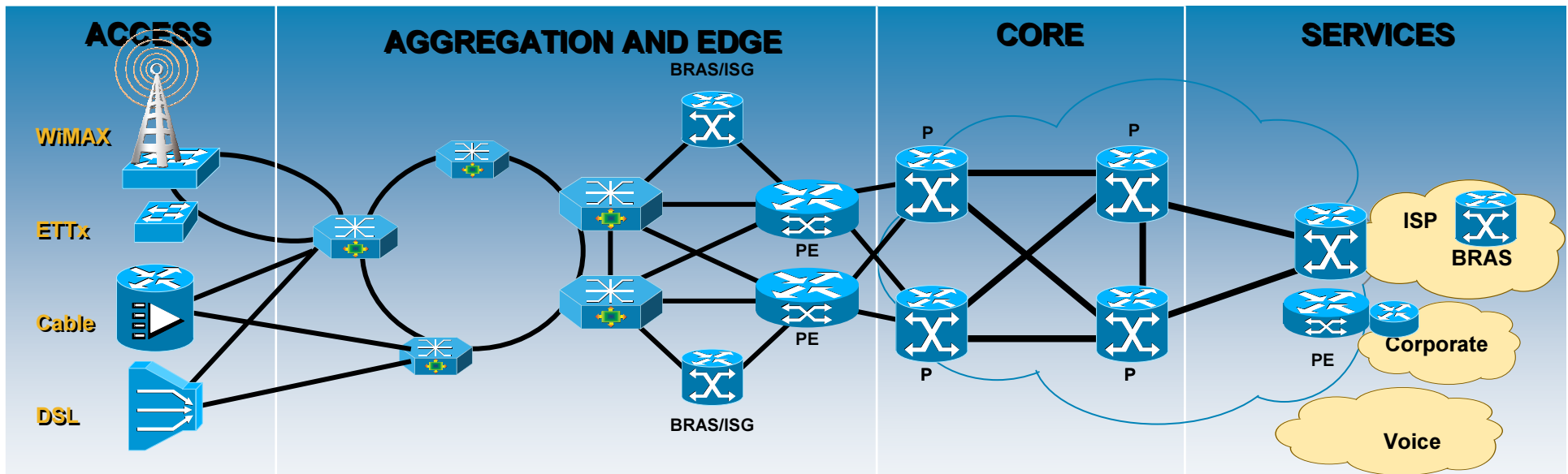
- 7600/12K
- MPLS PE
- EoMPLS/VPLS

## Products



# Cisco Broadband Wireless Solution

## *Multi Access Aggregation (including WiMAX)*



- Solution utilizes any IP enabled access strategies (WiMAX, WiFi, ETTx, Cable, DSL others...)
- Solution provides seamless and consistent services across all access types.
- Solution allows for Seamless Migration & Roaming using Cisco Mobile IP architecture

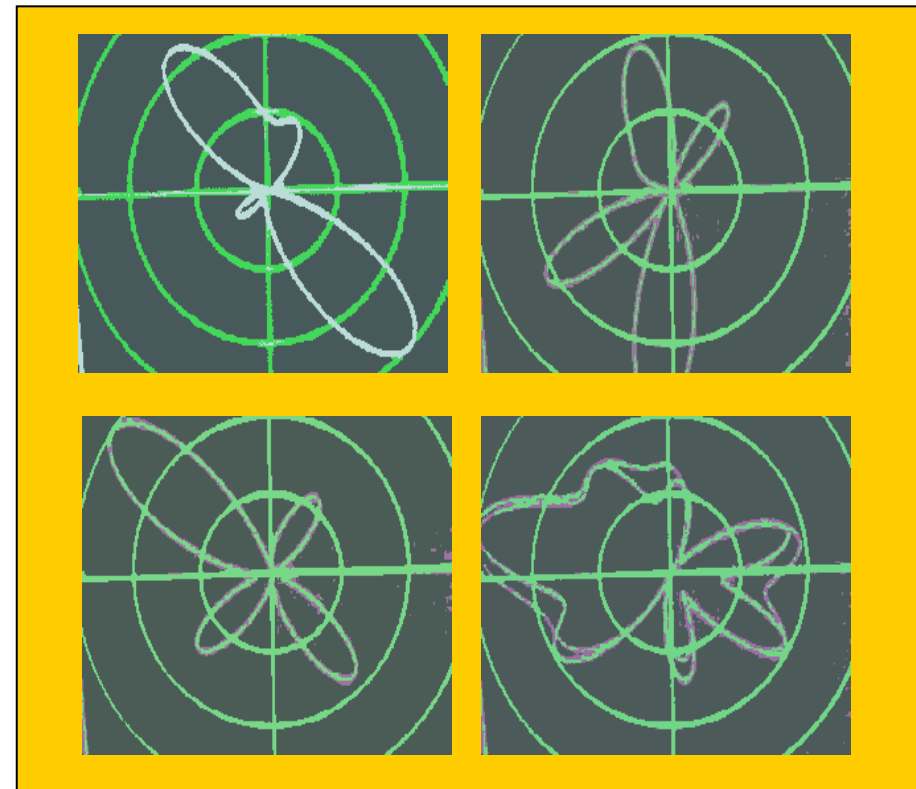
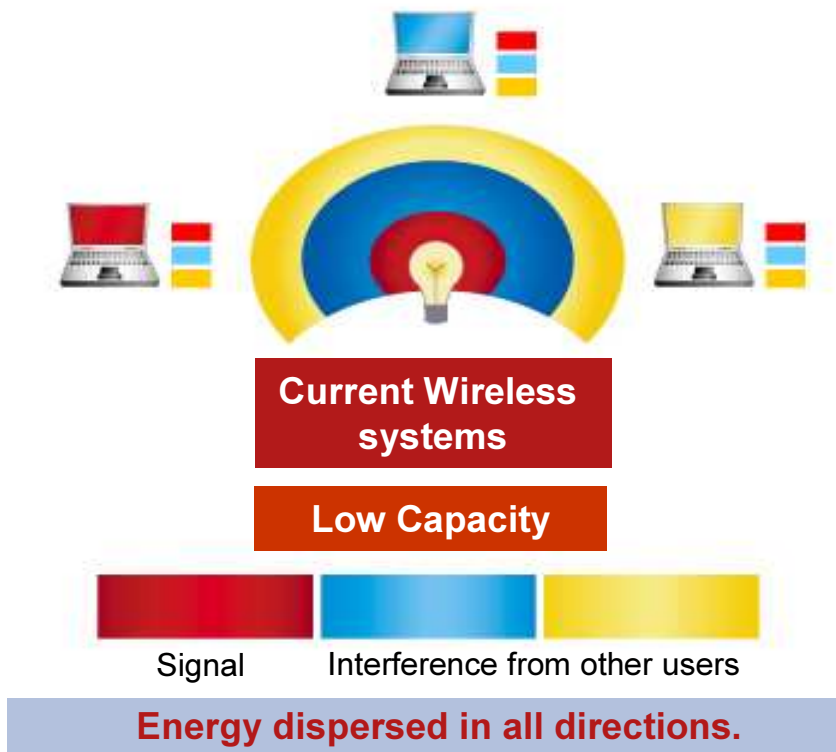
# Cisco WiMAX Radio Components



# Smart WiMAX

- Combines beamforming and MIMO to optimise the performance of the WiMAX network
- **MIMO** provides significant gains in capacity & robustness
- **Beamforming** provides significant gains in coverage and building penetration
- Both in combination is better than any one
- The link budget increases the performance

# Smart Antenna principles



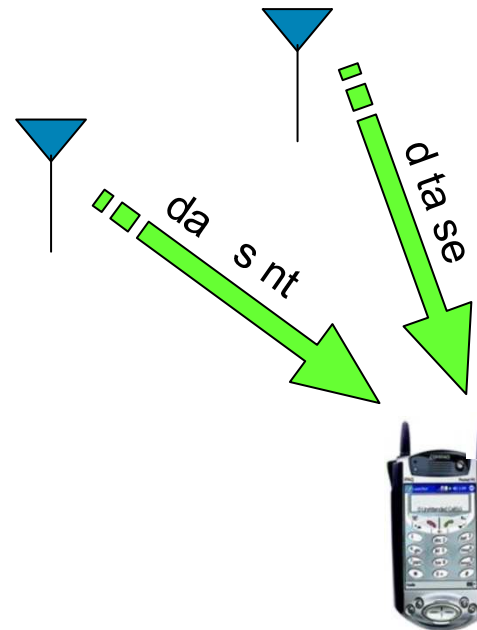
Energy directed to the intended user.

- Link budget (168 dB) provides superior coverage & performance
- Enables non line of sight, indoor coverage
- Reduces interference, allowing more capacity/ better frequency reuse
- Minimises the number of cell sites needed

# MIMO Matrix A

- Matrix A (Space Time Coding) is for robust highly mobile connectivity

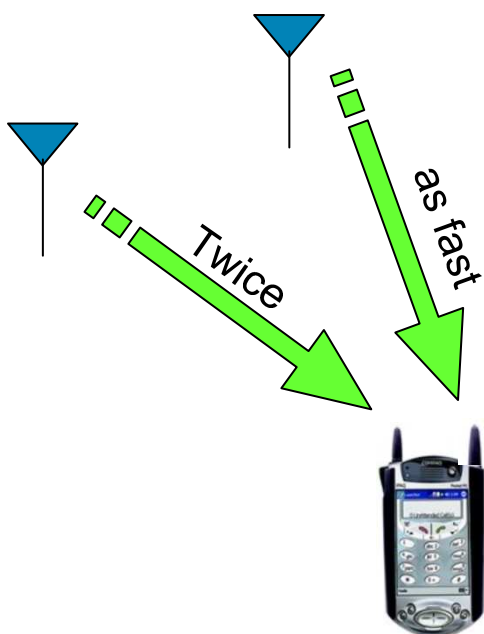
- Transmits multiple, redundant, time-shifted copies of same data stream
- Increases mobile link reliability & predictability
- Creates link budget gain (+3db to +10db) & reduces fade margin



“da s nt” + “d ta se ” = “data sent”

# MIMO Matrix B

- Matrix B (Spatial Multiplexing) is for high capacity stationary operation



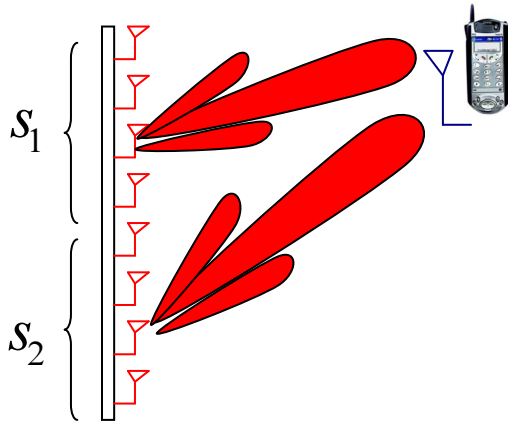
“Twice” + “as fast” = “Twice as fast”

- Transmits multiple data streams simultaneously using all available multi-paths
- Doubles throughput (in theory) by multiplexing multiple data streams over a short range for some users
  - Relies on naturally occurring multipath to decorrelate signals
  - 20-30% system capacity gain predicted
    - (Not 100% as some claim)

**MIMO mandatory for Mobile WiMAX subscriber units under wave 2**

# BF & MIMO matrix A for Robustness

## STC + Beamforming (for Mobile Users)



- Adds channel feedback for beamforming power control
- Provides Diversity gain
- Up to 12 dB incremental BF gain on top of STC gain (+3 to +10dB)
- 9dB gain on the Uplink

**Dynamically combining Smart Beamforming & MiMO A delivers much more reliable connectivity for mobile users**

# BWX Products



**BWX 8305 Basestation**



**BWX 2305 Basestation**



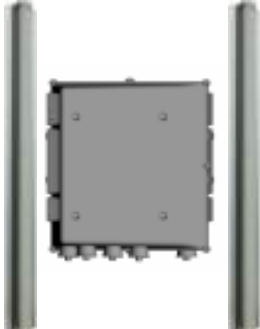
**BWX 8326 Basestation Combiner**



**BWX 8303 Basestation Timing System**



**BWX 8305 Basestation Antenna**



**BWX 2305 Basestation Antenna**



**BWX 360 Outdoor Modem**



**BWX 350 USB Modem**



**BWX 320 desktop VoIP Modem**



**BWX 210 Desktop Modem**



**BWX 110 Desktop Modem**



**BWX 120 PCMCIA Modem**

# WiMAX Certification Profiles

Band Class	Spectrum Range GHz	Duplex	Channel BW (MHz) BS= "or", CPE="and"
1.A	2.300 - 2.400 GHz	TDD	8.75
→ 1.B	2.300 - 2.400 GHz	TDD	5 & 10
2.A	2.305-2.320 GHz 2.345-2.360 GHz	TDD	3.5
* → 2.B	2.305-2.320 GHz 2.345-2.360 GHz	TDD	5
2.C	2.305-2.320 GHz 2.345-2.360 GHz	TDD	10
→ 3.A	2.496-2.690 GHz	TDD	5 & 10
4.A	3.3-3.4 GHz	TDD	5
4.B	3.3-3.4 GHz	TDD	7
4.C	3.3-3.4 GHz	TDD	10
→ 5.AL	3.4-3.6 GHz	TDD	5
5.AH	3.6-3.8 GHz		5
5.BL	3.4-3.6 GHz	TDD	7
5.BH	3.6-3.8 GHz		7
5.CL	3.4-3.6 GHz	TDD	10
5.CH	3.6-3.8 GHz		10

**Cisco available products will be certified according to the above band classes**

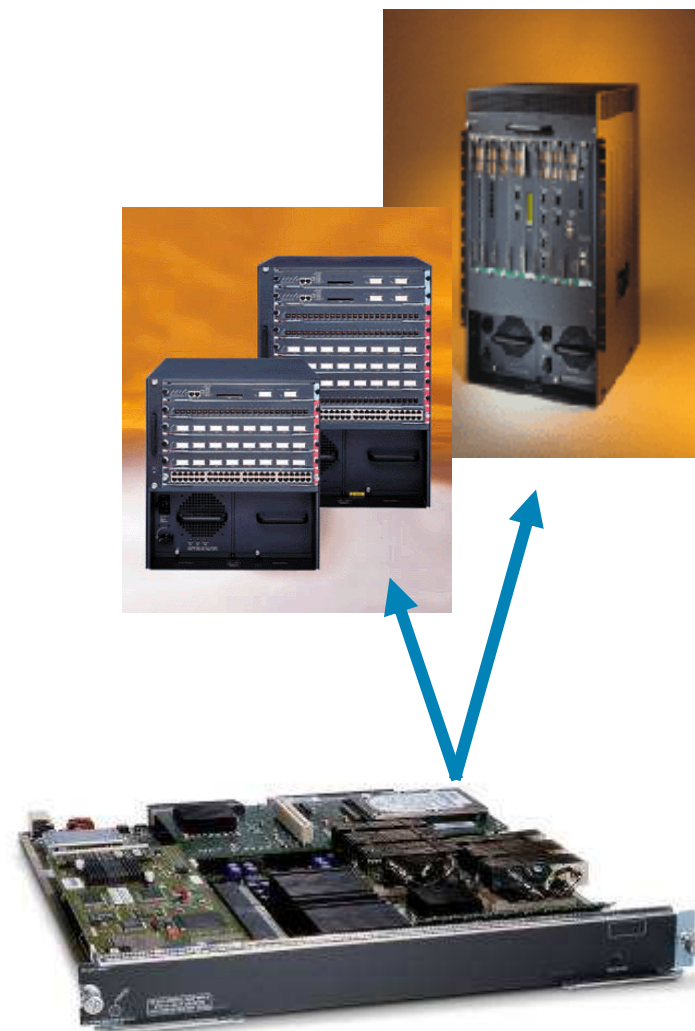
\* Operation in USA WCS C & D bands is subject to incremental development & associate commercial agreement.

# Cisco ASN-gw

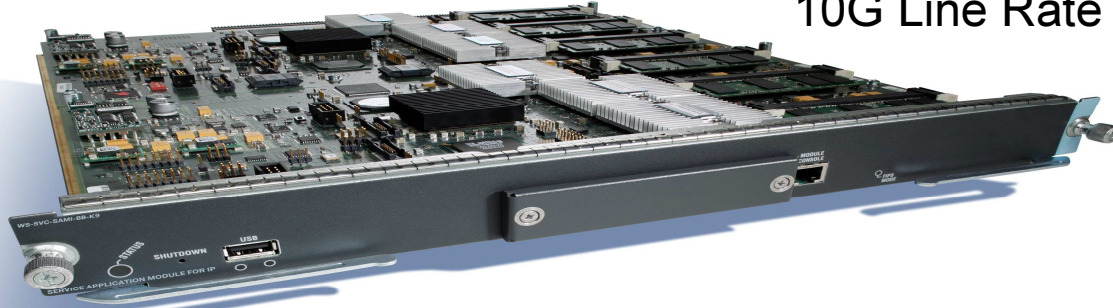


# Cisco BWG Gateway service module

- BWG software will run on a service module in the 7600 Series Router
- Allows the system to rapidly scale by adding more service modules to meet traffic loads
- 7600 offers a variety of chassis configurations for different deployment scenarios
- A very robust and proven approach that has been used to support a variety of different applications in the mobile space
- A smaller “standalone”, 1RU high appliance based BWG based on C7301 is available for Field/Demo trials



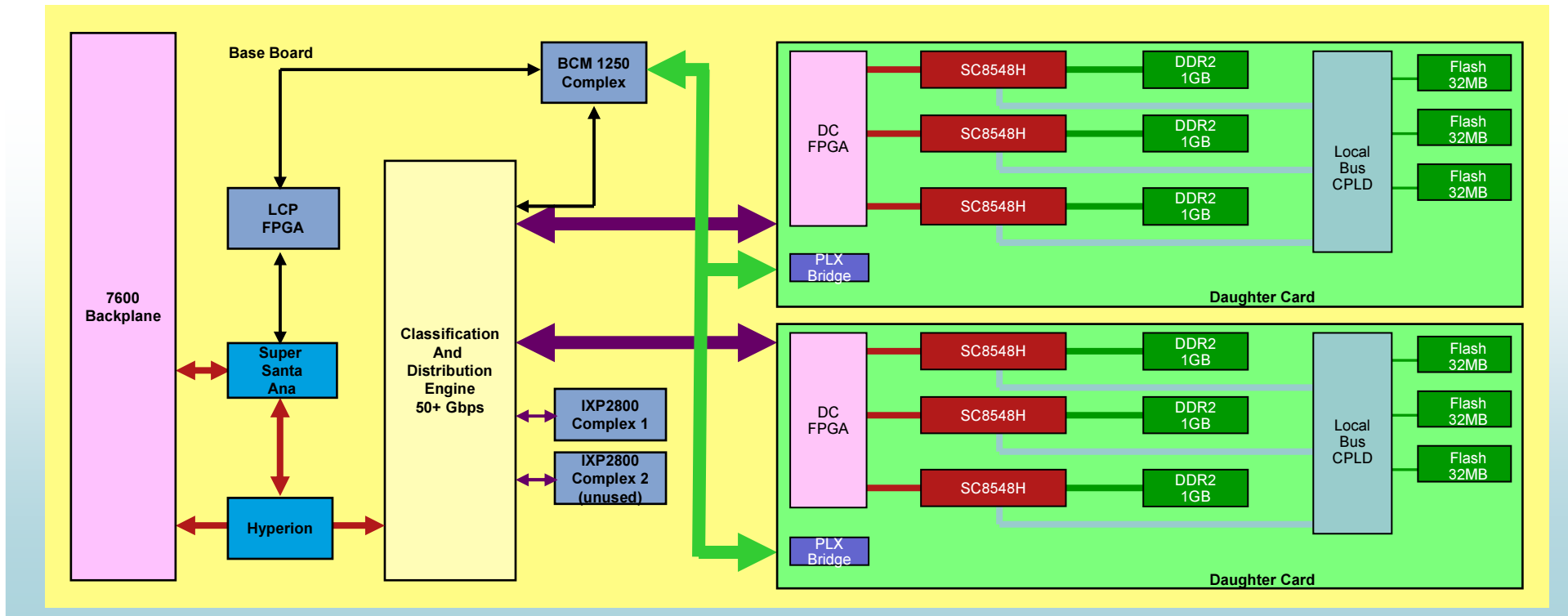
# mSEF Hw: SAMI (starting Aug 07) → in 76xx chassis



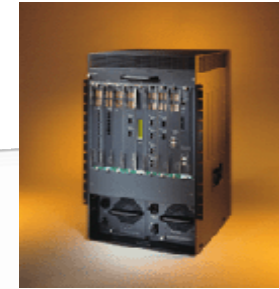
10G Line Rate Card

**S**ervice  
**A**pplication  
**M**odule for  
**I**p

**SINGLE HW CARD TYPE FOR ALL MOBILE APPLICATIONS**



# Cisco BWG Gateway Overview



## Architecture

### → Carrier Class Features

- BWG Clustering using ASNgw-SLB
- Geographic Load Balancing & Scaling
- Stateful 1:1 Redundancy
  
- Deep Packet Inspection & Accounting
- Carrier-grade billing support using CSG2 (pre & postpaid)



## Software

### → Release 1.1 Features

- Authentication/Security
- QoS
- Mobility (micro)
- IP address allocation
- Initial Network Entry of a user
- Service Flow creation for a user (with only pre-provisioned service flows)
- De-registration of a MS
- Support for unpredicted Hard Handoff
- Support for IP-CS and E-CS

## Scaling

### → Carrier Class Performance

- 8 Gbps per card using IMIX packet
- 100K Subscribers, 30% active, 70% idle
- Unlimited # of sessions per Subscribers

## Integration

### → Cico BWX RF Solution features

Profile C: R6 IP-cs, Keep-alives, C/U plane split

# Cisco WiMAX Service Models



# WiMAX Services

## Residential Services

- Internet Access
- Parental Control
- Residential Voice
- Walled Garden

## Business Services

- Managed Services
- L2 VPN
- L3 VPN (MPLS)
- Internet access and presence
- Backhaul of Hotspots

## Wholesale Services

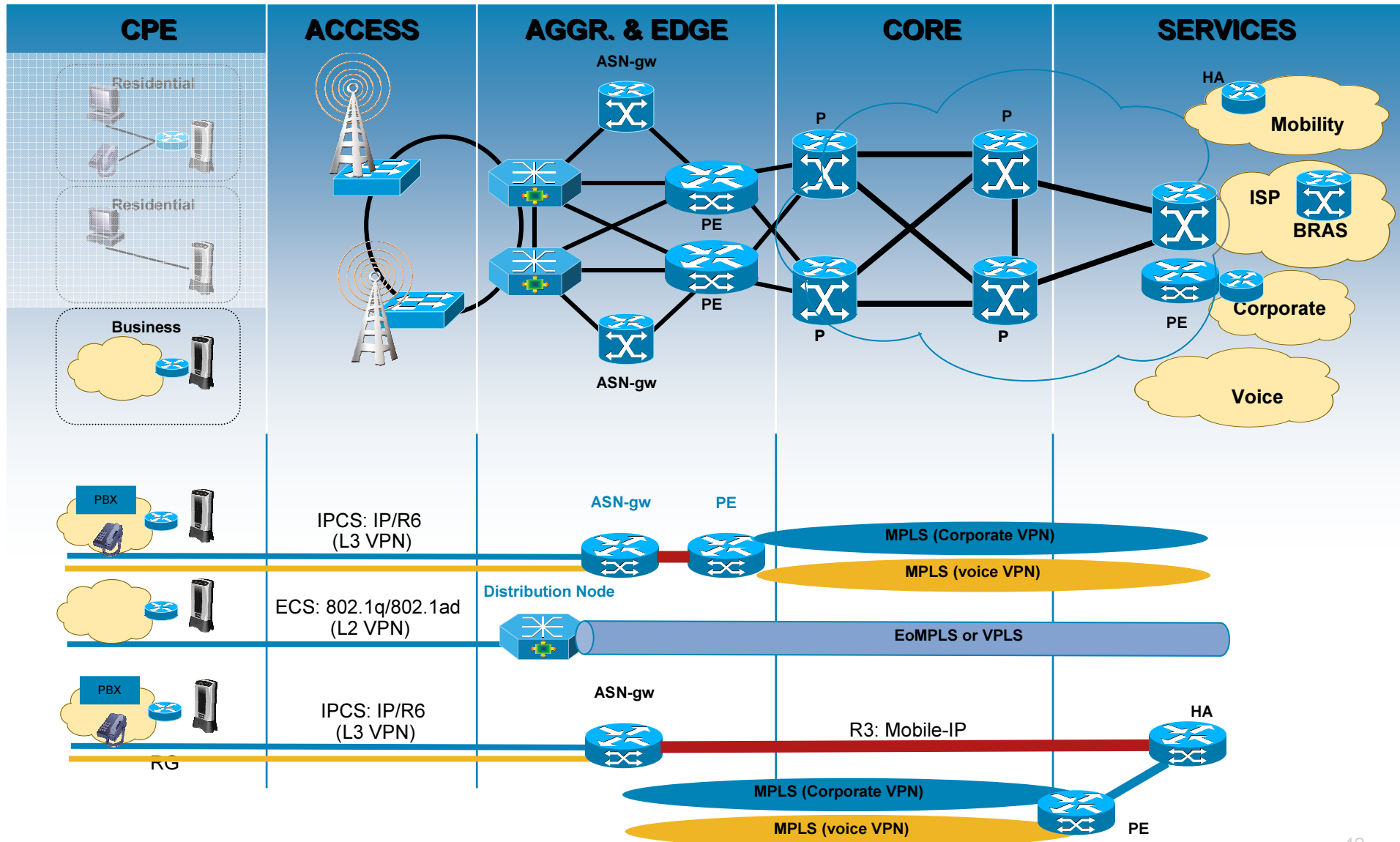
- Internet Access
- Voice Services

## Consumer Services

- Internet Access
- Voice Services

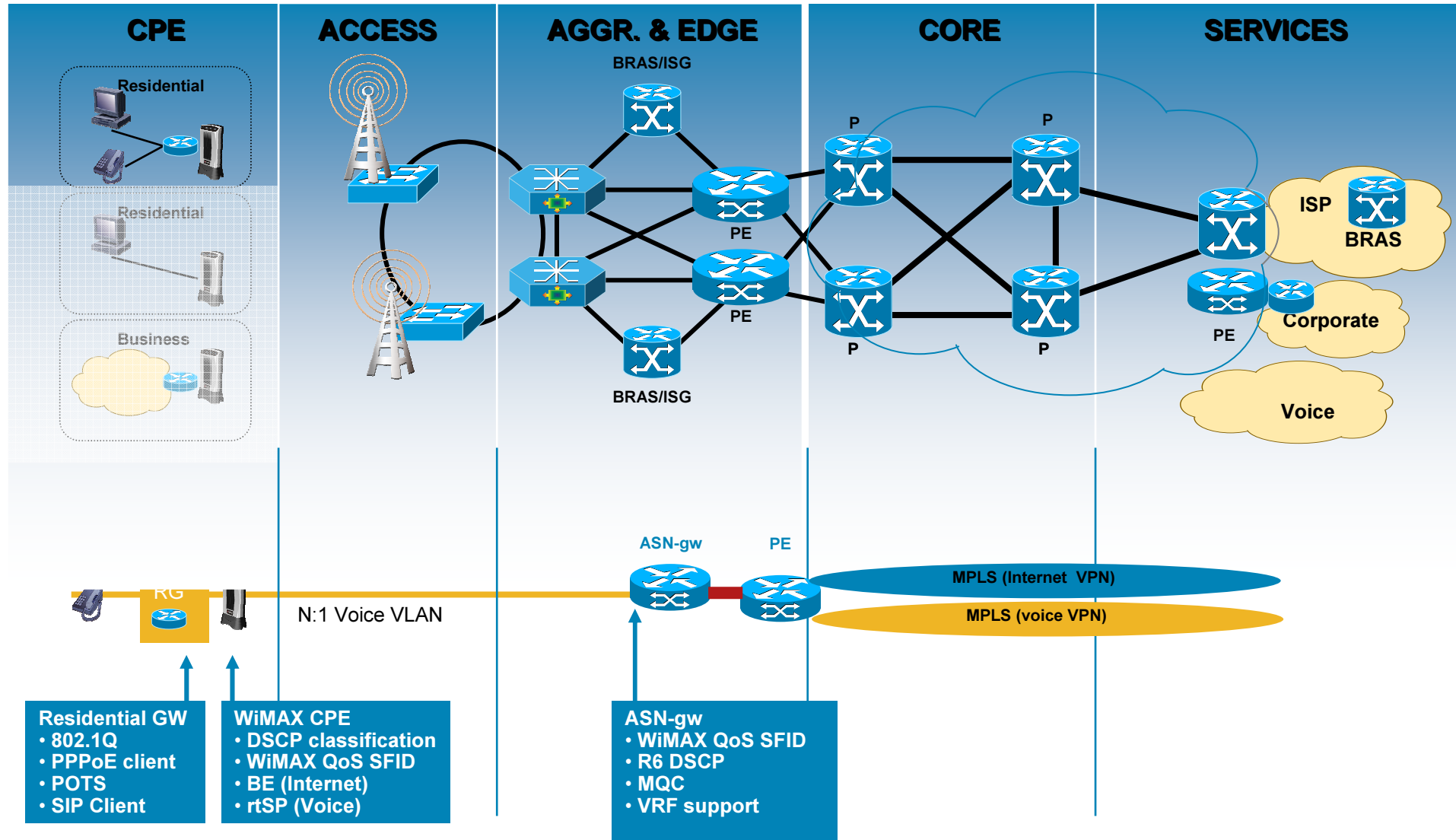
# Business Voice & Data Service Model

802.16e-2005 based



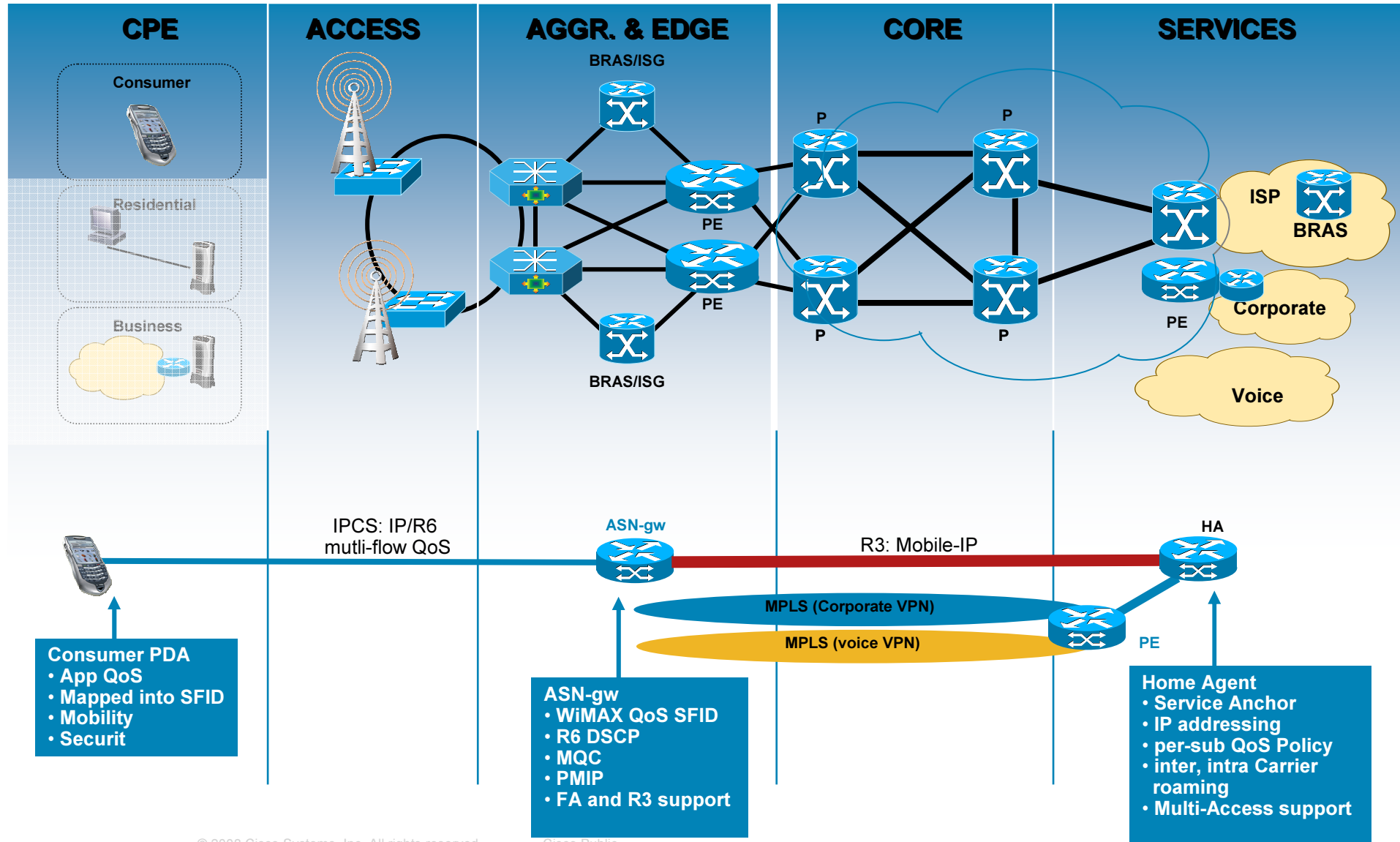
# Residential Voice and Data Service Model

802.16e-2005 based



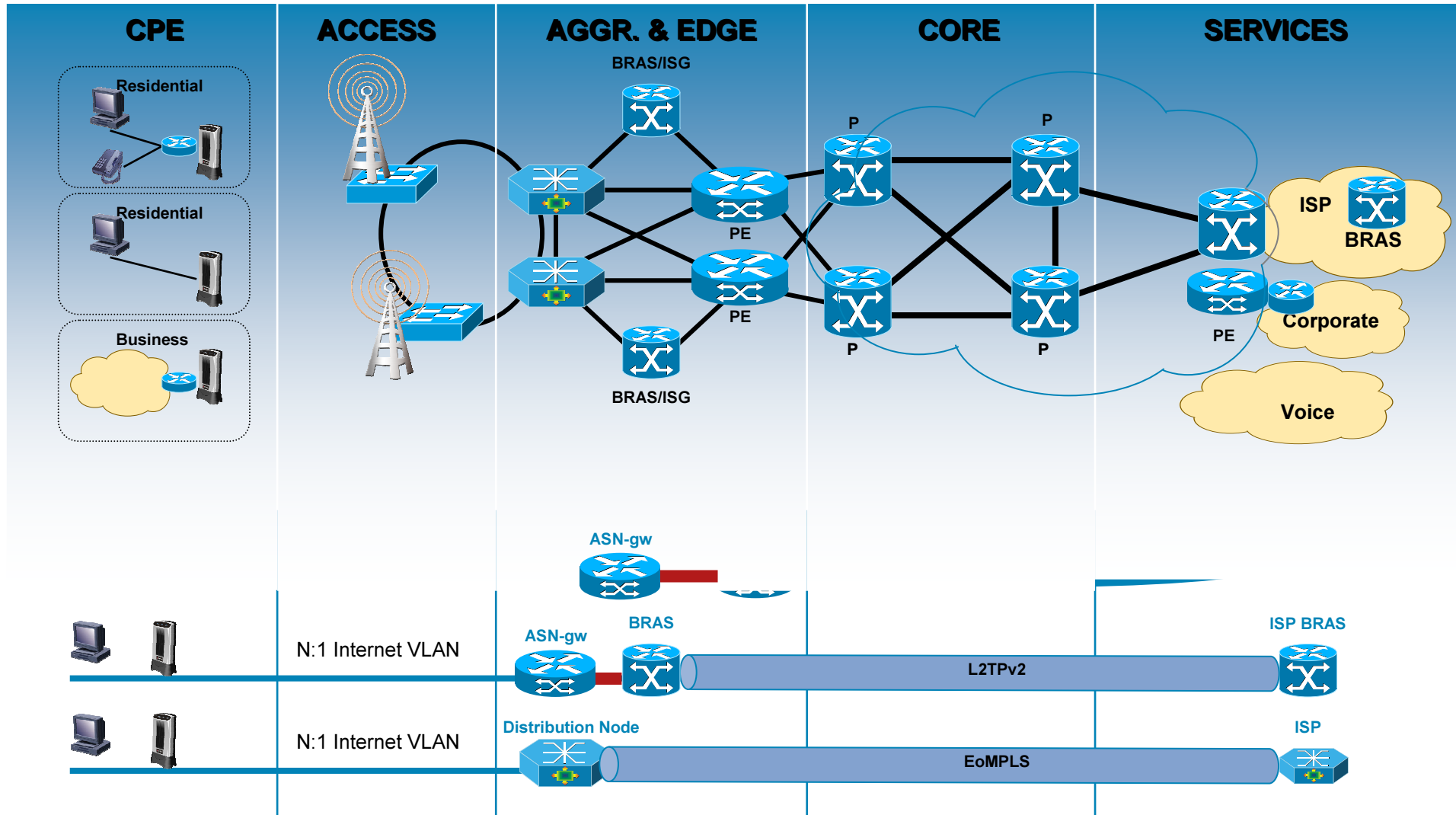
# Consumer Voice and Data Service Model

802.16e-2005 based



# Wholesale Voice & Data Service Model

802.16e-2005 based



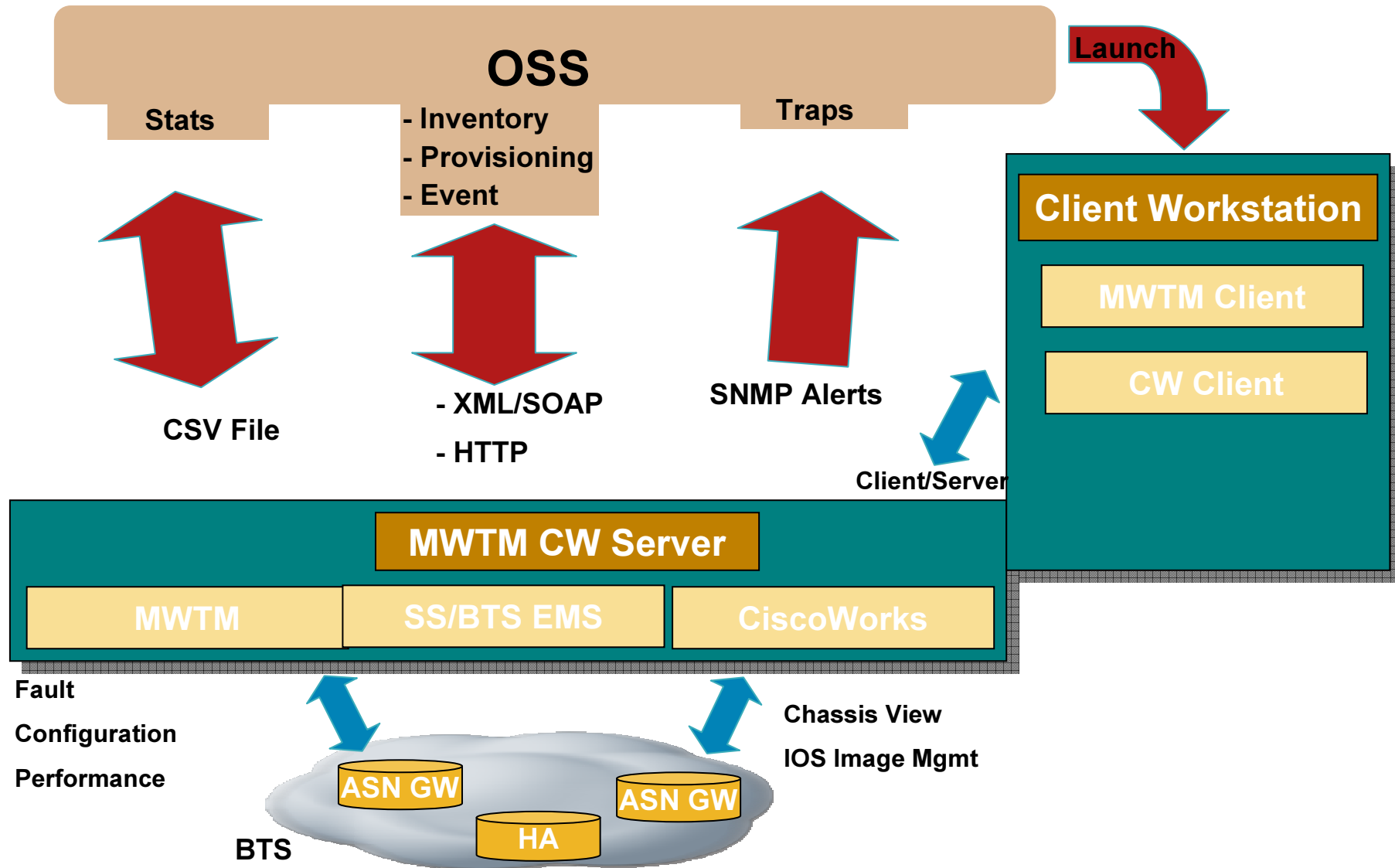


# Element & Network Management Solution



# Cisco EMS Solution Architecture

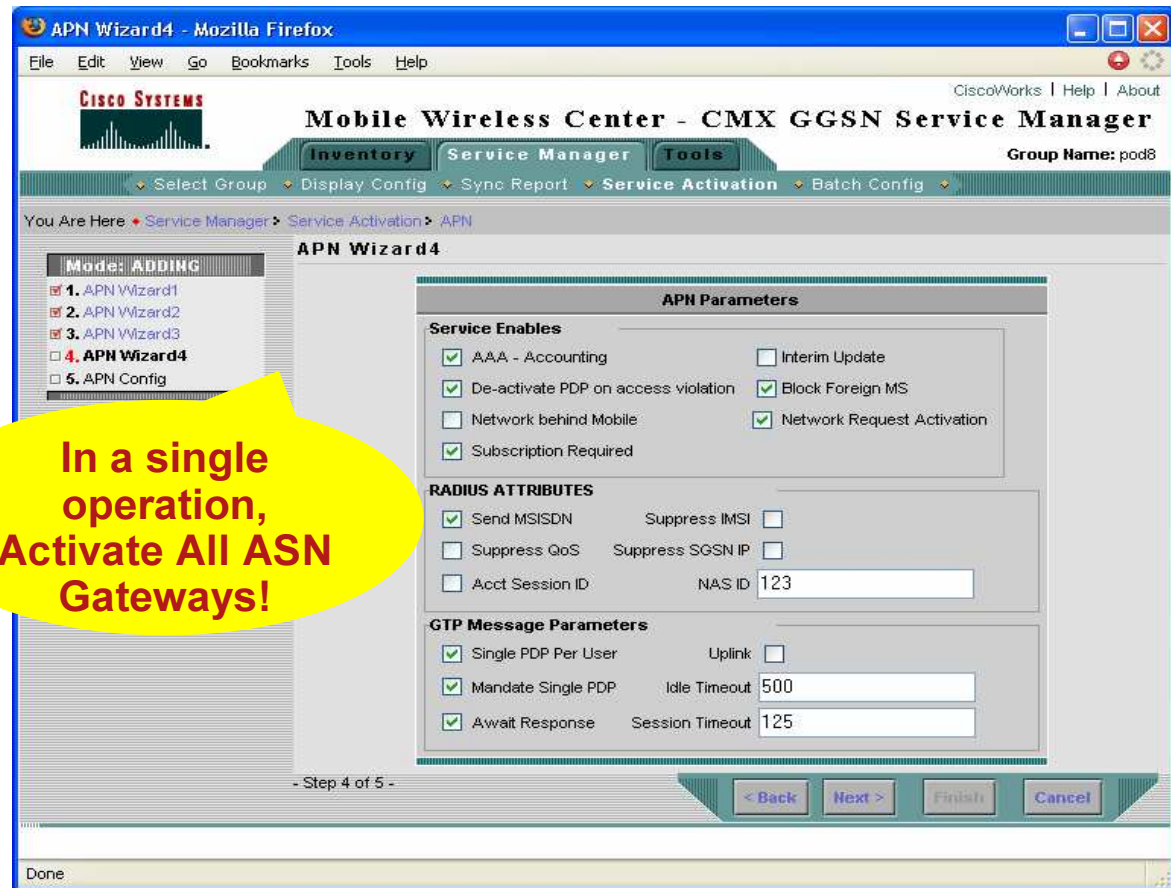
## ASN-gw & Home Agent



# WiMAX EMS

## ASN-gw and HA Configuration Management (MWTM)

- Deployment Wizards
- Base Stations
- User Groups
- Service Flows
- Classifier Profile
- QoS Profile
- MoIP Security Associations
- Virtual Networks



# BWG/BTS/CPE Service Flow and QoS Configuration

ServiceFlowId	Direction	Service ClassName	State	Provisioned Time	Cs Specification
1	upstream	Default_UL	authorize	08/28/07 00:58:26	packet802dot3Ether
2	downstream	Default_DL	authorize	08/28/07 00:58:33	packet802dot3Ether
3	upstream	UGS	authorize	07/17/07 14:02:25	packetIPv4
4	upstream	UL_BE_High_Prio	authorize	08/07/07 16:51:55	packet802dot3Ether
5	downstream	DL_BE_High_Prio	authorize	07/26/07 01:20:59	packet802dot3Ether
6	upstream	UL_BE_High_Prio	authorize	07/26/07 01:22:05	packet802dot3Ether
7	downstream	Default_DL	authorize	08/07/07 16:51:08	packet802dot3Ether
8	upstream	Default_UL	authorize	11/08/07 17:17:25	packet802dot3Ether
9	downstream	Default_UL	authorize	11/08/07 16:52:01	packet802dot3Ether
10	upstream	Default_UL	authorize	06/29/07 17:30:22	packetIPv4
11	downstream	DL_UGS	authorize	07/24/07 19:53:30	packetIPv4
12	upstream	IOT_BE_Default	authorize	11/29/07 02:33:54	packetIPv4
13	downstream	IOT_BE_Default	authorize	12/07/07 06:14:51	packetIPv4
14	upstream	IOT_BE_ARQ	authorize	11/28/07 12:11:28	packetIPv4
15	downstream	IOT_BE_ARQ	authorize	11/28/07 12:11:40	packetIPv4
16	upstream	IOT_UGS	authorize	07/03/07 14:34:59	packetIPv4
17	downstream	Both_UGS	authorize	07/24/07 17:11:16	packetIPv4

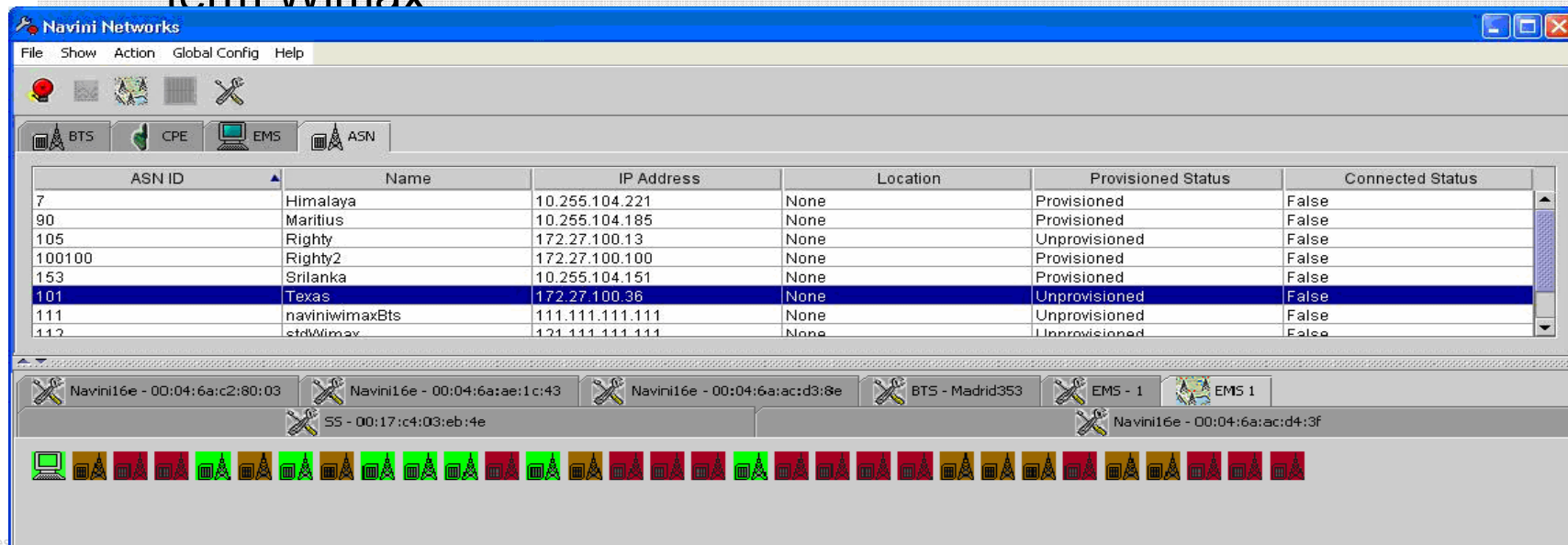
Buttons: Modify, Delete, Create, Close, PC Rule, QoS Params

QoSProfileIndex	QoSServiceClassName	QoSTrafficPriority	QoSMaxSustainedRate(b/s)	QoSMaxTrafficBurst(bytes)	QoSMinResen
1	Default_UL	5	2000000	2000000	64000
2	Default_DL	5	4096000	1024000	64000
3	DL_BE_High_Prio	7	32768	1024000	32768
4	DL_BE_High_Prio	7	32768	1024000	32768
5	UL_BE_High_Prio	6	32768	1024000	32768
6	VoIP	6	32768	1024000	32768
7	NonARQ	1	4096000	1024000	64000
8	RTP	4	4096000	1024000	64000
9	NRTP	3	4096000	1024000	64000
10	UGS	6	480000	480000	480000
12	IOT_BE_Default	6	4096000	4096000	1024000
13	512UL	1	4096000	1024000	64000
14	IOT_BE_ARQ	1	4096000	1024000	1024000
17	512DL	1	4096000	1024000	64000
18	Default_UL2	1	4096000	1024000	64000
19	Harlem_UL_1	7	4096000	1024000	64000

Buttons: Modify, Delete, Create, Close

# Modem Management

- AAA Modem Registration
  - For Wimax Certified modems and LMX, PMX, Surfer
- OTA Modem Upgrades, broadcast, auto-unicast
  - Already exists for Navini LMX, PMX, Surfer modems
  - Working with ODMs for 3<sup>rd</sup> party for short-term
  - Adopt Wimax Forum OMA-DM and TR-69 protocols for long-term Wimax



# BTS Beamform Display

**Menu Bar** → File Action Help

**Status Window** → Connected

**Action Bar** → L1 L2

**Beam-Form Scope** → [Polar plot showing beam direction]

**BTS Beam Form Display** → [Icon]

**Playback control** → [Play/Pause/Stop buttons]

**Layer 1 Data** → [Physical Layer Information tables]

**Layer 2 Data** → [Transition Type & Channel Profile table]

**Physical Layer Information:**

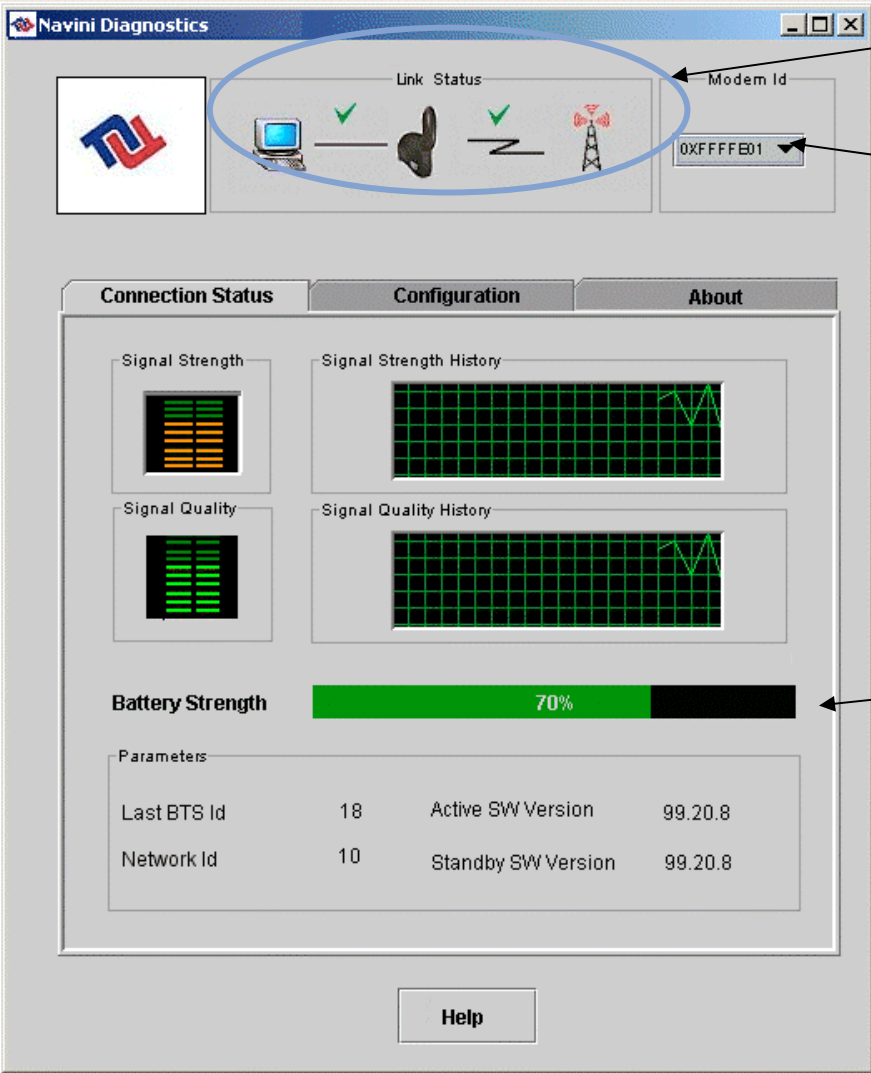
Downlink Physical Layer Information				Uplink Physical Layer Information													
Subcarrier Index	Channel Number	Modulation	SHR (dB)	TCC Sgl Strength (dBm)	TCC Pwr Per Chn (dB)	TCC Power Control	Subcarrier Index	Channel Number	Modulation	SHR (dB)	TCC Resv Sgl Strength (dBm)	Uplink Pwr Per Carrier	Uplink Sgnl Pwr Per Carrier				
0	1	2	3	0	1	2	0	1	2	3	-17	N/A	N/A	0	0	0	0

**Transition Type & Channel Profile:**

UL DAM Per Carrier	DQPSK	N/A	N/A	N/A	DL DAM Per Carrier	DQPSK	N/A	N/A	N/A
UL SgnlKym Bw:	32.0 / 18.0				DL SgnlKym Bw:	32.0 / 18.0			
Total UL Chns:	4				Total DL Chns:	4			

Back

# End user display



**Connectivity Status:**  
cable to modem and BTS Sync.

**Modem ID**

**Received Sync. Signal Strength,  
and SNR Readings**

**Battery Charge Status Bar Indicator**

**Key system parameters:**

- **BTS Registration ID**
- **Network ID**
- **Software Version**



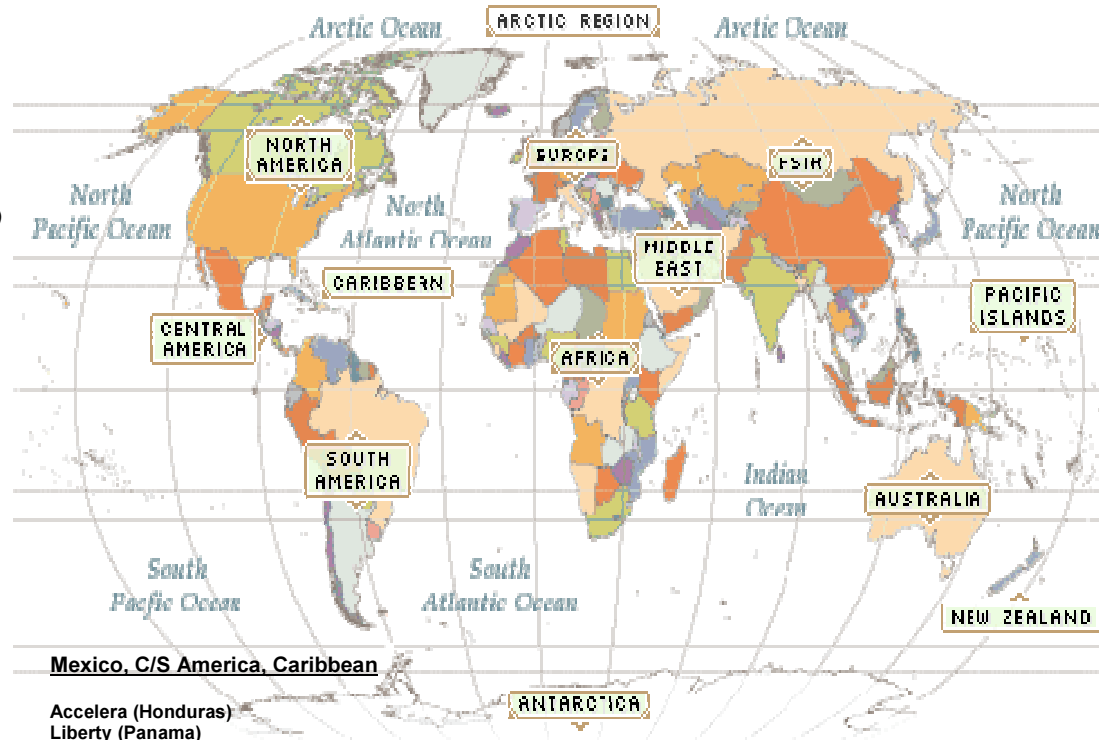
# References



# References

## North America (US, Canada)

4D Networks (Oklahoma)  
 AmericaConnect (North Carolina)  
 BellSouth (Florida)  
 Black Hills Fibercom(South Dakota)  
 Camvera (Georgia)  
 Connect Data (Virginia)  
 Cooptel –trial (Quebec)  
 Down2Earth (Illinois)  
 EyeCom (Wisconsin)  
 James Cable (TX,Louisiana, Alabama)  
 MegaNet (Massachusetts)  
 NEC (Ohio)  
 NTELOS (Virginia)  
 NetDigital (Alabama)  
 Omnicity – (Indiana)  
 Rioplex (Texas)  
 Tessco (Maryland)  
 Unlimited Data (Missouri)  
 US Wireless On-line (Kentucky)  
 Winbeam (Pennsylvania)



## Mexico, C/S America, Caribbean

Accelera (Honduras)  
 Liberty (Panama)  
 MaxiWeb (Brazil)  
 Newcom (Nicaragua)  
 Scarlet (Curaçao)  
 Telecable (Peru)  
 Ultravision (Mexico)

Map View: Robinson Projection

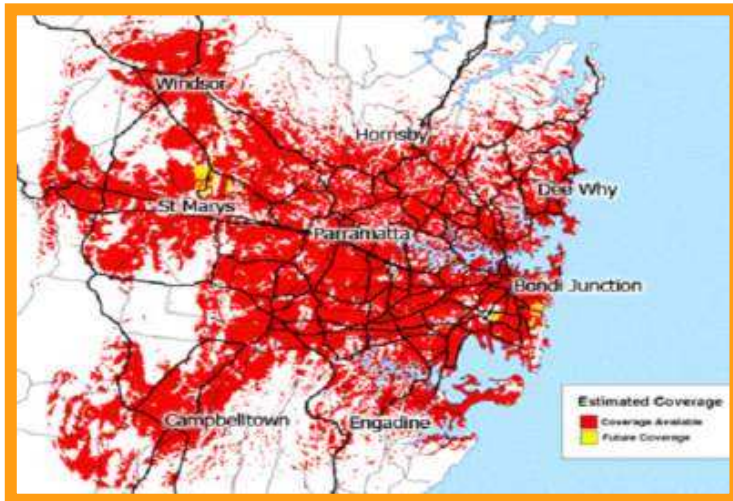
## EMEA

Nomad Mauritius  
 Baltic Broadband Estonia  
 British Telecom UK  
 IBAX Italy  
 Irish Broadband Ireland  
 Panintra Mozambique  
 UKBroadband England  
 BT England  
 Hyperia Nigeria  
 Cobranet Nigeria  
 Direct on PC Nigeria  
 Zamnet Zambia  
 Gulfsat Madagascar  
 Internet Ghana  
 Benson online Tanzania

## Asia-Pacific

China Mobile (China)  
 ElectroTek (Sri Lanka)  
 Focus Infocom (Maldives)  
 i-Pac (Fiji)  
 Samora Digital (Indonesia)  
 Sirius Broadband (Bangladesh)  
 Unwired (Australia)

# Unwired Australia 3.5 GHz



- One of Australia's largest carriers, < 1 year
- In six months connected 20,000 users
- Achieved by self install network retail model
- 90% population coverage Sydney, 2,000 Km<sup>2</sup>
  - 70 sites, 220 sectors

- **Getting 23% of all new broadband adds**
  - Over 70,000 subscribers
  - 70-80% customers can get DSL
- **Primary reason for picking Unwired**
  - No need for a phone line
  - Easy self-install, plug and play installation
  - Portability / mobility



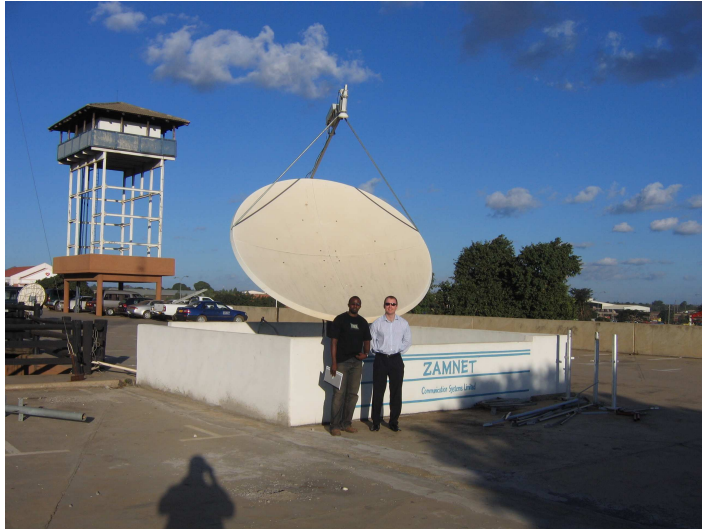
# Irish Broadband 3.5 GHz



- Irish Broadband was awarded 7 licenses in the 3.5GHz spectrum
- Launched Ripwave service for the residential, SOHO and SME market in March 2004
- Have 150 Base stations and 26,000+ CPE
- Cover 100 percent of Dublin, now expanding into new cities
- Provide easy access to multi-megabit wireless broadband services for residential and small business customers.
- Using the RipWave branding aggressively in their marketing campaign.
- The key differentiator to the competition in Ireland is the mobile capability and fast service provision (no truck roll, no cabling)



# Zamnet 2.5 GHz



- **Largest ISP in Zambia, owned by the University**
- **Day one coverage to Lusaka and the copper mining belt**
- **VSAT Internet connectivity**
- **Focused on business then residential markets**
- **Recent deployment, 5 BTS's and 1,500 modems**
- **Expansion to other towns & capacity upgrade**
- **Successful TV campaign and excellent customer traction**

# Commercial 802.16e – Max Telecom

- 3.5GHz, 802.16e operator in Bulgaria
- Network coverage of 7.5M Pops, network launch in October 2007
- 100 BTS deployed, own network build and RF planning teams
- Services
  - Residential Access/ VOIP with nationwide numbering plan
  - Business/ Wholesale
  - Self Activation / Retail Model
- Navini RAN / Cisco Core network



# Summary

- **Provide broadband services to mass markets**
  - Rapidly and very cost effectively
  - Retain your customers through differentiation
- **Cisco has the leading WiMAX technology and End-End all IP solution**
  - **SMART** WIMAX provides significant performance and business benefits over all other technologies
  - Cisco End-End all IP solution provides flexibility and assurance in your service offerings and therefore business strategy – competitive advantage
- **Technology & business case has been validated in many diverse markets**

