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KELLY + LoDESTRO

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Project Sample

Client: MemoryLink
Coverage Extender™
Wireless Internet Service Provider
Foresite Wireless

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MemoryLink Coverage Extender™ Wireless Internet Service Provider – Foresite Wireless



Coverage Extender™ from MemoryLink helps operators economically reach more customers

When Doug Pfaff became a wireless Internet service provider four years ago, he was ready to deal with the line-of-sight challenges that many WISPs face. That's because Pfaff, co-founder of Foresite Wireless (www.foresitewireless.com) in Barrington, Ill., began his wireless career in 1987 as an antenna site manager.

Foresite Wireless operates a Motorola Canopy® (www.canopywireless.com) wireless broadband network that covers a 1,200-square-mile area in Chicago and its surrounding suburbs. Plagued by near and non line-of-site issues, Pfaff's No. 1 challenge has been to figure out how to increase network penetration. For example, in a typical 10-mile coverage radius, his 5.7 GHz Ethernet radios may only have a line-of-sight penetration rate of perhaps 20 percent.

"We have dozens of good antenna sites in the Chicago area for our backhaul and access points (APs)," says Pfaff. "They're all high sites. Our problem is reaching customers on the ground because of all the physical obstacles."

So when Pfaff was approached by MemoryLink and asked if he would trial its new Coverage Extender™ RA5000C, Pfaff was quick to agree to have Foresite Wireless become a live network beta test site.

MemoryLink's Coverage Extender provides the perfect solution, as a simple cost-effective way to expand Canopy service to potential end-customers beyond the current network's reach. The RA5000C provides power, sync and Ethernet from a connected wireless subscriber module (SM) to as many as three wireless APs. By locating the connected SMs well within or at the edge of an operator's network with the Coverage Extender, the range of an existing AP can be expanded through the newly connected APs. The result can be a more economical and reliable way for a WISP to grow its customer base.

As a single, cost-effective way to expand Canopy service to potential end-customers, MemoryLink's Coverage Extender is the ideal solution in that it provides power, sync and Ethernet from a connected wireless subscriber module (SM) to as many as three wireless access points (APs). With the availability of the RA5000C, a WISP now has a much more economical and reliable means of growing its customer base, whether those new customers are located beyond the outer limits of a WISP's coverage area or are well within the coverage area but whose direct line-of-sight is obscured by buildings, foliage or other obstacles.

In Foresite Wireless' case, the Coverage Extender technology already has demonstrated an ability to reach new customers inside the original coverage area.

"We've increased our customer base by about six percent just since testing began because Coverage Extender gives us the ability to circumvent buildings, foliage and other obstacles that before had prevented us from delivering a reliable signal to them," according to Pfaff. The product can not only be used by network operators to augment coverage in existing areas, but will further encourage expansion into new areas by allowing more complete penetration within the planned footprint. "By reducing the hurdle that some WISPs are required to surmount before they can profitably and reliably 'light up' a new coverage area, the RA5000C will likely gain immediate acceptance in their tool kit of wireless networking solutions," said Jon Huard, MemoryLink's chief executive officer.

For John Ruther, his high-speed Internet connection from Foresite Wireless is critical to the success of his business, Northstar Motorsports (www.northstarmotorsports.com). Ruther specializes in the retail sale of auto racing safety equipment and accessories – everything from fire-retardant racing suits to fire extinguishers to helmets and race car seats. On-line orders are handled quickly and accurately using the high-speed broadband connection.

"We have over 9,000 part numbers. So when a customer sees one of our car club newsletter or national car racing magazine ads and they call us up looking for something in particular, we both can be looking at the same thing on our on-line catalog," says Ruther.

The car racing industry is huge – \$16 billion huge, according to Ruther. And while the safety equipment business represents only a small segment of the industry, given some fierce competition, Ruther says his Northtar Motorsports business could not survive without its wireless broadband connection from Foresite Wireless.

As for Pfaff and Foresite Wireless, they are just beginning to discover the potential of this exciting new product.

The Coverage Extender RA5000C meets the environmental requirements of a carrier-class solution. It also supplies power over Ethernet (POE) to all connected devices and sync to the connected APs. Additionally, it supports 2.4, 5.1, 5.2, 5.4, 5.7 GHz and 900 MHz radio platforms.

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About MemoryLink

With corporate headquarters in Neenah, Wis. and product development facilities near Chicago, Ill., MemoryLink empowers people with communication technology and products to enhance the quality of their lives. Since 1998, MemoryLink has been working toward the goal of connecting people – from where they are to where they want to be – to ensure that their communications requirements are satisfied. To discover how MemoryLink can satisfy your communications requirements or those of your customers, please visit us at www.memorylink.com.

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