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KELLY + LoDESTRO

Communicate Fully™

Project Sample

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Strongbow

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CASE STUDY

The ways in which television news is gathered and delivered in South America or how South Americans run their companies and exchange information are changing dramatically because of wireless broadband video and E1 alternative technology from US-based MemoryLink, The Personal Bandwidth Company™.



As far as Eduardo Espina is concerned, South America is the New World of wireless broadband.

Acting more like a 16th-century missionary than the president and CEO of Maratel Telecom Group, Corp., a wireless systems integrator and service provider, Espina has been shuttling back and forth to the region from his Miami, Fla.- company headquarters for more than a year preaching the economic and technological advantages of wireless broadband technology from MemoryLink, The Personal Bandwidth Company™.

His first trip was to his native Venezuela. A year and a half and several trips later, his “preaching” is already showing promise.

Globovisión, a 24-hour all-news national network television operation, is a good example. Utilizing a combination of satellite, cable, microwave and now wireless broadband technology, Globovisión reaches across Venezuela’s 21 states to an ever-growing national audience.

From its base in the capital city of Caracas, Globovisión uses wireless broadband technology, including MemoryLink’s Flanger™, a low-cost, high-reliability T1/E1 alternative as a backhaul solution and Strongbow™, MemoryLink’s state-of-the-art video compression and transport technology, for feeding live news coverage back to its studios and out over its network. Globovisión personnel use Strongbow technology to move freely about the city and its two million people gathering and delivering the day’s news instantly, in real-time, with DVD-quality video and sound.

“We’ve equipped Globovisión news trucks and cameras with MemoryLink’s Strongbow technology to provide the news crews the ability to send high-resolution video back to the station through a remote wireless broadband connection,” Espina says. Before implementing the solution, Globovisión had been unable to cost-effectively deploy both a reliable and affordable wireless infrastructure to handle its video transmissions from journalists in the field.

“The Strongbow technology takes the signal directly from the camera and compresses it into Ethernet packets, which provides for high reliability and ease of transport,” says Thomas Skillicorn, vice president of Adaptive Microwave, the Fort Wayne, Ind.-based integrator responsible for testing the Strongbow/ broadband radio combination. “After the successful completion of the tests, Espina was quick to present the wireless video solution to Globovisión,” Skillicorn says.

“The wireless equipment plugs into the Strongbow module and sends the information back via the wireless broadband connection. It’s a really innovative convergence of two technologies,” says Timothy Ellsworth, vice president of sales and marketing for MemoryLink. “Strongbow provides 1-30 frames of video per second, and that’s enabled Globovisión to provide coverage that it couldn’t before. The video quality is excellent,” Ellsworth adds.

In addition to Globovisión’s new mobile news capability, the network also has equipment mounted on the rooftop of a major government building in Caracas that enables live coverage of news conferences, speeches by government officials and breaking news as it occurs.

Globovisión's news coverage in Maracaibo, Venezuela's second largest city, also has gone mobile, thanks to the deployment of a second Strongbow-wireless broadband television news truck. In Maracaibo, just as in Caracas, the mobile news crews have only to point their broadband radio antennas in the general direction of a second point-to-point radio, which is a line-of-sight, tower-mounted unit a 60-degree spanning radius. Jose Inciarte, Globovisión's director of engineering, says the Strongbow-wireless broadband combination ensures high reliability in addition to portability.

"The size, weight and versatility are all very good factors," says Inciarte. "In Caracas and Maracaibo our news crews mount the portable link on a light-weight tripod. What I like is the price of the Strongbow-wireless broadband link - only 25 percent of what a conventional microwave link costs," says Inciarte.

The Globovisión project is the first of its kind for a television network. By utilizing a wireless broadband platform and MemoryLink equipment combination, Globovisión has cost-effectively increased its response time for covering breaking news and special events. During Venezuela's last presidential election, for example, the news organization was able to provide up-to-the-minute reports on poll results, which gave added credibility to the electoral process and to Globovisión.

Not far from Maracaibo, BP, the global energy company, is using MemoryLink products in concert with other wireless broadband technology to transfer oil and gas production data while keeping a watchful eye on its multi-billion-dollar drilling investments. According to Maratel's Espina, BP, whose Venezuelan oil fields produce 50,000 barrels of oil a day, relies heavily on point-to-multi-point wireless broadband deployments that link nearly two dozen of its production wells at two of its fields, while backhaul solutions deliver vital operating data to its Venezuelan headquarters. The addition of video cameras and MemoryLink's Strongbow technology gives BP an added and very necessary surveillance capability.

Elsewhere in the region, wireless broadband technology is receiving considerable notice. Government regulators in Colombia, for example, recently approved the 5.8 GHz spectrum for wireless broadband use by various operators in the country. In Chile the government there has eased restrictions on the 5.8 GHz spectrum, clearing the way for wireless broadband field trials.

In addition, MemoryLink's Strongbow units are going through joint testing in Ecuador and Peru. And while the governments of both countries have yet to lift restrictions on the use of the 5.8 GHz spectrum, there is growing anticipation that operators there, too, will join the ranks of those in Venezuela and other countries in Eduardo Espina's New World.

MemoryLink is The Personal Bandwidth Company™, empowering 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 Personal Bandwidth™ requirements are satisfied as they discover the unbounded possibilities that wireless broadband offers for visual and audio communications. To that end, MemoryLink develops video compression and wireless transport equipment for the global marketplace. To discover how MemoryLink can address your Personal Bandwidth needs or those of your customers, please visit us at www.memorylink.com: **www.memorylink.com**



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