



Czech Republic Service Provider Uses Motorola wi4 Fixed Equipment and Motorola IPTV Technology to Deliver Triple Play Services



Service provider overview: Mattes AD, spol. s r.o.

Established in 1991 as an IT company, Mattes AD began offering Internet connectivity to residents and enterprises in the Czech Republic in 1996, making it one of the first Internet service providers in the region. In the spring of 2004, the company installed Motorola's wi4 Fixed products and began offering its Internet services almost exclusively on the Canopy® wireless broadband platform using the brand name 802.cz. In 2005, Mattes AD introduced VoIP across the Canopy platform. In 2006, Mattes AD introduced IPTV service via fiber-to-the-home using Motorola's IPTV technology, making it a triple-play leader in the region.

The challenge: To deliver an interference-resistant wireless broadband voice and data service to a large number of residents and businesses.

It was 2004, and Czech service provider Mattes was looking for an alternative to ADSL technology that could cost-effectively deliver connectivity to thousands of Internet customers. The company considered several WiFi solutions and even some pre-WiMAX solutions, but trials with these technologies failed in a dense environment, as these technologies could not handle the high level of interference experienced in densely populated areas.

Luckily for Mattes, regulators in the Czech Republic had just opened up new frequency bands at 5 GHz for general use. The savvy Internet service provider saw an opportunity to get out of the 2.4 GHz band—which was saturated with WiFi users—and install an interference-resistant, cost-effective wireless solution at 5 GHz.

The solution: a 5 GHz wireless broadband solution that delivered high quality of service and could provide a foundation for triple-play services by supporting high-speed data, voice and even some video.

The company found the interference resistance it required in Motorola's MOTOwi4® wireless broadband product portfolio. Motorola's 5.4 GHz Canopy equipment provided Mattes with the perfect balance between cost and performance. The Motorola equipment made it easy for the service provider to quickly add more equipment as it grew, which was in stark contrast to the inability of WiFi equipment to scale. And it was amazingly resistant to interference.

Mattes installed the Canopy products in the spring of 2004 and began offering Internet connectivity services under the brand name 802.cz that same year. Voice over IP (VoIP) services soon followed in 2005, and in 2006, Mattes introduced IPTV service as well using fiber-to-the-home and Motorola IPTV technology (see sidebar). Today, Mattes even uses the wireless broadband network for some video applications such as video surveillance.

CUSTOMER PROFILE

Service Provider
Mattes AD, spol. s r.o.
the Czech Republic

Industry
Service Provider

MOTOwi4 solution

- wi4 Fixed Solutions
- 5.4 GHz Canopy Access Points and Subscriber Modules
- High-Speed PTP
- 600 Ethernet Bridges

Solution features

- High-speed wireless broadband connectivity
- Superior interference resistance
- Ability to support voice, data and some video

Services provided

- Data
- VoIP
- Email
- Video surveillance
- Web browsing
- Remote data collection

Benefits to end customer

- Superior interference resistance for quality service delivery
- Ease of deployment
- Efficient monitoring and management of customers
- Cost-effective support of a large number of users

Motorola Gives Service Providers the Equipment Needed to Cost-Effectively Support Triple-Play Services

Many service providers across the globe have turned to Motorola to deliver wireless broadband services—VoIP, data and even some video—where broadband was previously not available or where wireline telephony simply did not provide a cost-effective solution for offering broadband services.

Increasingly, these service providers are also turning to Motorola to help them deliver an increasingly popular application in the suite of triple play services—IPTV—via fiber-to-the-home technology. According to Rethink Research Associates, the number of IPTV homes is expected to rise from about three million today to more than 50 million in the next five years, and Motorola is helping service providers across the globe cost-effectively meet that demand.

In fact, more and more service providers are turning to Motorola to provide the customer premise equipment (CPE) and application platform to support IPTV, on-demand services and Internet-on-TV. Motorola recently shipped its two millionth IP set-top box, just five months after the shipment of its one millionth IP set-top box. Motorola's end-to-end video/IPTV solution is ideal for the service provider/aggregator that wants to deliver a wide range of video content and services into the home.

"In the Czech market, WiFi has given wireless broadband a bad reputation because it offers very low quality of service, particularly when supporting long-distance connections. We've proven with our 802.cz service that it's possible to deliver high-quality, wireless broadband, voice and even video services to a large number of people across a large geographic area. Thanks to Motorola's wi4 Fixed Canopy equipment, we can provide our more than 3,000 customers with a low service cost and fast connections. The business model simply works."

— *Petr Poboril*
Director, Mattes AD, spol. s r.o.

Mattes originally launched its wireless Internet service in the Northern Moravia region of the Czech Republic in the cities of Ostrava, Frydek-Mistek, Havirov, Karvina, Cesky Tesin, Trinec, Frydlant n/O., Frenstat p/R., Koprivnice, Pribor and Novy Jicin. Mattes has now spread its reach to several other cities, including Prague, Brno, Olomouc and Hodonin.

In its service area, Mattes has installed more than 2,500 subscriber modules and 300 access points, most of which are clustered Canopy® Advantage Access Points. Mattes also uses about 20 pairs of Point-to-Point Ethernet bridges for backhaul.

The benefits: delivery of a wide range of easily deployed and managed voice, data and video applications to more than 3,200 residential and enterprise customers.

Although Mattes was originally attracted to Motorola's Canopy equipment based on its superior interference resistance and its scalability, it has been pleased with many of the other benefits the equipment provides as well. For instance, the Motorola solution enables highly efficient monitoring and management, even when thousands of users are connected.

The bandwidth and latency provided by Motorola wi4 equipment also allowed Mattes to grow its revenue by introducing new services such as VoIP and video surveillance. In fact, with the Canopy equipment, Mattes can offer customers throughputs of up to 14 Mbps with latency of just 5 to 7 milliseconds.

Mattes serves more than 3,000 residential customers and more than 200 enterprise customers, offering services across the wi4 Fixed Canopy network that range from Internet connectivity and VoIP to video surveillance and remote data collection.

Thanks to Motorola's wi4 and IPTV equipment and Mattes' forward-thinking business plan, the service provider is now a technology leader in triple play services in the Czech Republic.

The ability to offer triple-play services could help Mattes more effectively capture customers in the future, as 17 percent of broadband subscribers globally—or nearly 95 million subscribers—are expected to purchase triple-play services by 2012, according to Pyramid Research. Service providers that don't offer triple-play may have a hard time maintaining market leadership, according to the research firm.



MOTOROLA

Motorola, Inc.

1301 E. Algonquin Road, Schaumburg, Illinois 60196 U.S.A.

www.motorola.com/motowi4

MOTOROLA and the stylized M Logo are registered in the U.S. Patent and Trademark Office. All other products or service names are the property of their registered owners.

© Motorola, Inc. 2007