



## ***How Motorola's Canopy™ solution has reduced the monthly leased line costs for small businesses and residents in Kildare County, Ireland.***

- The Problem:** *The monthly cost for small businesses in Kildare County, Ireland to have 56 kilobit per second Internet access can be upward of 200 Euros. Higher end broadband solutions are either unavailable or even more cost prohibitive.*
- The Solution:** *Quantum Broadband Solutions, Ltd., approached the Kildare County Council and the Chamber of Commerce for Naas and Newbridge, about deploying wireless broadband in the region. [www.qbsl.com](http://www.qbsl.com). [www.motorola.com/canopy](http://www.motorola.com/canopy). [www.connectwithcanopy.com](http://www.connectwithcanopy.com).*
- The Result:** *QBS has deployed Motorola's Canopy Wireless Broadband solution. Businesses and residents are able to receive up to 2 megabits per second for both uplink and downlink Internet access at a fraction of the cost of T1 services.*

### **Background**

*Martin Curtis, founder of the start-up Quantum Broadband Solutions, Ltd., had been seeking a broadband solution that was easy to deploy, provided high data speeds and was affordable. "There is not any one town that has this type of broadband in Kildare County," he said. "It's sporadic at best, and expensive, with an inappropriate cost base for small and medium businesses." Curtis was determined that Motorola's Canopy wireless broadband solution provided the best business opportunity. He acknowledges the support of the Kildare County Council Economic Development staff, as well as the Chamber of Commerce serving Naas and Newbridge, two of the main cities in the county. He began offering high-speed wireless Internet service in early April 2005, and the reaction has been positive. Customer Joe Frazier of Tougher Oil Company said, "It's quite good. It's reliable. It's far cheaper than leased line." He said Tougher was paying about €8,000 annually, compared to about €2,000 he will be paying annually for wireless broadband now, which has significantly reduced his costs and increased online speed by a multiple of 10. Curtis said the opportunity in Kildare County, just southwest of Dublin, is tremendous because there are about 250,000 residents and several hundred businesses that can benefit from high-speed Internet access. "We have been happy with the Canopy deployment. It is a friendly system to deploy with proven top-end reliability and security features and it performs. We are also extremely pleased that our business attracted foreign and local investment right from the start," said Curtis.*

### **For interviews, contact:**

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**Beyond Wireless** is a mini case study that is intended to illustrate a unique deployment of Motorola's Canopy wireless broadband technology. Our goal is to highlight applications depicting the evolution of wireless broadband technology that connects people to people and people to devices.



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