

CASE STUDY



Tranzeo Helps Communities Fishing for Faster Internet

Business Situation: In the rural coastal communities of Digby Neck, Long Island and Brier Island, Nova Scotia, the high-speed traffic locals are accustomed to come in the form of the many cod, crab, lobster and other fishing boats that pass through. The idea of high-speed wireless internet access has been as foreign as the possibility of high-rise skyscrapers to this remote region.

That is until 2006 when wireless communications provider Coastal Wireless Services (CWS) was formed to meet this need. Previously, residents lived with dauntingly slow dial-up access, and only a lucky few served by cable or fiber infrastructure for the service. Wireless was the ideal and cost-effective solution.

"We used to pay for dial-up, but I never used the internet because it was just too frustrating, everything loaded so slowly. Now thanks to Coastal Wireless, I can't stay off it."

- CWS customer

CWS needed technology that would provide high-speed wireless broadband connectivity to approximately 2,500 residents and businesses in multiple locations, across remote areas and varying distances of open water. With the main tower in Meteghan and customers across the St. Mary's Bay in four towns – Freeport and Westport areas (8 miles), Tiverton (14.5 miles), and Little River (18 miles)--the equipment needed to withstand the outdoor elements including widely varying temperatures, snow, rain, sun, and high winds. Two remote sites are powered by solar and wind and the low power consumption of the Tranzeo radios makes the equipment ideal for this type of deployment.

Solution:

CWS researched hundreds of companies over a six-year period, including Tranzeo and its competitors. Initially CWS ran a small wireless service in 2006 with a competitor's equipment and was very unsatisfied with its performance. Tranzeo's low price point and level of reliability went unmatched. After purchasing 95 percent of their product from Tranzeo and five percent from competitors in 2007 for a major expansion, CWS has now switched to using 100 percent Tranzeo product.

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Company:

Coastal Wireless Services

Country or Region:

Nova Scotia, Canada

Industry:

Wireless

Customer Profile:

Coastal Wireless Services (CWS) is a wireless communications provider based in Digby County, Nova Scotia.

Formed in 2006, CWS was the first company to bring wireless and high speed internet access to the region. A growing company, CWS develops custom solutions for business, residential, and rural customers.

CWS uses Tranzeo Wireless Technologies' full duplex links in the 5.8GHz family to create a secure, wireless environment with no need for a wired backbone. Unlike traditional single radio solutions, where a single radio performs both transmitting and receiving in sequence, this high performance system utilizes two radios, allowing data to flow in both directions at the same time.

As a result of Tranzeo equipment, CWS was able to provide the first source of high-speed Internet access to residents and businesses in southwestern Nova Scotia. Businesses such as the Brier Island Lodge in Westport now provide customers high speed internet access, something they previously never had access to. Just because they work on the water, fishermen are not exempt from needing a high speed connection either, several use CWS to track weather systems via satellite imagery, download weather reports and tide charts, communicate to other fisherman on current catch prices, catch quantities in other fishing districts and find equipment for fishing boats, engine parts, and keep up to date on government related issues.

CWS now has approximately 70 customers which is increasing weekly, and uses six full duplex 5.8GHz Tranzeo radios, four half duplex 5.8GHz Tranzeo radios, 12 2.4GHz Tranzeo access points and 70 2.4GHz Tranzeo client units. The rugged durability of Tranzeo's equipment withstands extreme weather conditions and its three-year product warranty ensures that the company stands behind its product quality.

"Tranzeo has made me a happy and satisfied business owner. I've saved endless hours of frustration knowing that I'm using reliable products made by Tranzeo Wireless Technologies."

- Kevin Leeman
Owner, Costal Wireless Services

About Tranzeo Wireless Technologies

Tranzeo Wireless Technologies Inc. (TSX:TZT) leads the wireless broadband industry as a premier manufacturer of high-performance wireless network equipment that allows communities and businesses to communicate without boundaries. Within its state-of-the-art automated manufacturing facility, Tranzeo designs and produces all of its equipment for quick installation, ease of use and minimal maintenance. Its three-year product warranty sets the industry standard for service.

Since the company's inception in 2000, Tranzeo's optimum cost effectiveness, premium quality and responsive support have attracted a growing and devoted worldwide following of more than 2,465 dealers and 15 distributors.

Tranzeo's full spectrum of point-to-point and point-to-multipoint radios, WiMAX equipment, and mesh network solutions are designed for wireless internet service providers, governments, campuses, military, carriers, enterprise customers, and systems integrators around the globe. Robust solutions and first-rate OEM capabilities have resulted in remarkable growth in sales and market presence. Headquartered in Greater Vancouver, Canada, Tranzeo Wireless can be found online at www.tranzeo.com or by telephone at 1.866.872.6936.