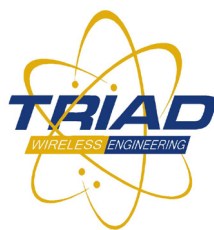




## Staying competitive and growing your market share with MetroLinq



Triad Wireless is a premier Wireless Internet Service Provider (WISP) headquartered in Phoenix, Arizona in the US serving residential, enterprise, and educational sectors. Triad Wireless is directly competing with DSL operators, cable providers, and other WISPs in the area. In the past, Triad Wireless has grown its network using traditional, low-cost 802.11 based equipment operating in 2.4 and 5GHz bands.

## Challenges

The competitive pressures for WISPS continuously grow as DSL and cable operators introduce higher capacity plans as newer wireline technologies are introduced. Triad Wireless's current architecture focuses on 5GHz micro-POPs but is running into some areas where spectrum congestion in the unlicensed 5GHz frequency is getting considerably worse. In high-density environments against wireline providers who use the 5GHz spectrum for their indoor routers, it's becoming more difficult to deliver above 50Mbps without considerable expense or advanced engineering techniques.

## Solution

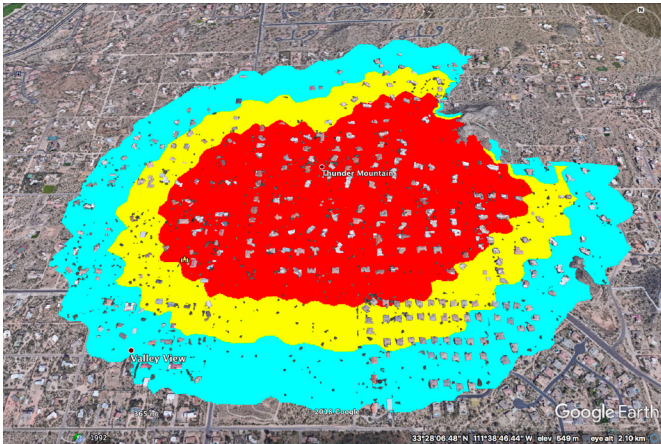
As one of the early adopters of IgniteNet 60GHz mmwave MetroLinq products, Triad Wireless started deploying new segments of their network using the MetroLinq 10G Omni devices. MetroLinq 10G Omnis allow Triad to compete head to head with existing operators and build future-proof, high capacity backhaul and last mile dedicated access link on a noise free 60GHz frequency. The availability of 14GHz of license-free spectrum in the US makes it an ideal frequency for multi-gigabit data transmissions, which also provide extremely low latency on top of high capacity. By putting up a few MetroLinq 10G Omnis, Triad Wireless is able to quickly launch service in a neighborhood and later add more base-stations as the market demand grows. MetroLinq is also great for dense urban environments due to very narrow antennas and signal absorption by oxygen, which allows co-locating many units on the same tower without creating self-interference. Triad Wireless is launching 300Mbps service based on this new platform with the potential to grow to 500Mbps+ later as required.



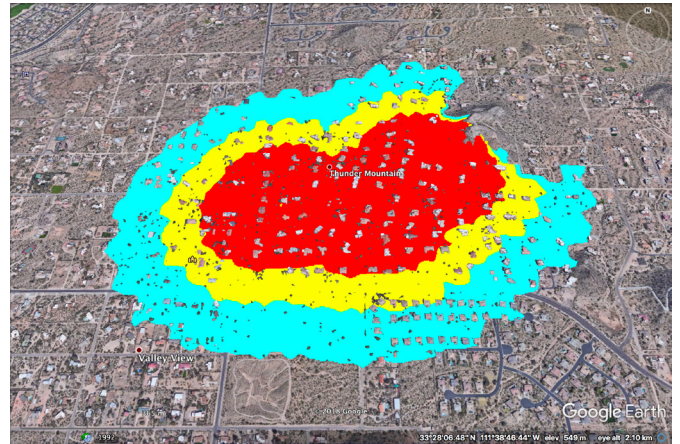
## Network rollout

Triad Wireless is now connecting new customers using the MetroLinq 60-19, MetroLinq 60-35, and MetroLinq 60 LW as clients to the MetroLinq 10G Omni base-stations. The network is built using a “hub home” model that involves leveraging homeowner roofs for rebroadcasting the signal.

## Coverage maps



**ML-60-35 as client**



**ML-60-19 as client**



**ML-60-LW as client**

- 2.5Gbps
- 1Gbps min
- 300Mbps min

## Summary

Triad Wireless has successfully launched the first service in the Thunder Mountain neighborhood in Phoenix, Arizona. Due to very good early success with the MetroLinq platform, Triad Wireless is already expanding their footprint in this neighborhood. IgniteNet's MetroLinq platform has brought new opportunities for expansion of the network and more than sufficient capacity for solid future growth. Avoiding the increasingly crowded 5GHz spectrum really helps Triad to concentrate fully building out their business instead of troubleshooting problematic areas and also allows preserving traditional 2.4 and 5GHz bands for better Wi-Fi connectivity inside customers' premises. In addition, the fiber-like speeds achieved using the MetroLinq platform from IgniteNet enable Triad to quickly grow market share and offer very reliable and competitive services for existing and new customers ensuring that customers continue to have better choices in internet connectivity.