



Broadband Wireless
Rainbow Broadband Inc., New York, USA



“RAD’s AirMux-200 offered the best performance by far. It beats the competition hands-down in terms of both speed and size.”

Russell Hamm, CEO, Rainbow Broadband Inc.

Challenge

To quickly transfer very large files where fiber is not available

Solution

RAD’s AirMux-200 provides broadband Last Mile connectivity from an office building in New York City directly to the Internet service provider (ISP), thereby bypassing the slower T1 or DSL network.

Benefits of RAD’s AirMux-200

- Data rates up to 48 Mbps (18 Mbps full duplex throughput)
- Low cost unit
- Simple to install
- Compact unit and antenna save space
- License-free band reduces costs and speeds deployment

New York Recording Studio Beams CDs and DVDs Across Manhattan Skies

Uses RAD’s Broadband Wireless Multiplexer to Connect to Broadband Internet

Huge Business Opportunity for Wireless Broadband

Rainbow Broadband Inc., a wireless network operator, specializes in providing high bandwidth services to small and medium-sized enterprises (SMEs) that do not have access to fiber. “Most SMEs in Manhattan are located in small buildings all over the city,” says Rainbow Broadband CEO Russell Hamm. “They need faster service but they can’t get it from a T1 network,” he explains. “Huge digital files are being used more and more for office communications, such as architectural drawings and engineering designs as well as multimedia. Fiber is not an economically viable solution in the city, so we’re providing high bandwidth services to SMEs by beaming files through the air to go over and above the carrier.”

A high-profile customer that benefits from Rainbow Broadband’s services is Masterdisk Corporation, one of the world’s leading audio, video and multimedia mastering facilities. It masters CDs and authors DVDs for the biggest names in the business and for every genre, from the Beach Boys to the Beastie Boys, Queensrÿche to Queen Latifah and King Sunny Ade to B. B. King.

Master recordings are massive files that require client approval before pressing hundreds of thousands of CDs or DVDs. The available T1 or DSL infrastructure was creating a major bottleneck in Masterdisk’s review process, as it required several hours to upload and download the heavy media files to the Internet. Rainbow Broadband proposed using broadband wireless to provide a faster communications solution.



