



# The Wireless Option

**T**he number of wireless broadband subscribers rose by over 1,000% during 2005 and Irish Broadband has garnered a big chunk of that business. The wireless operator now has 25,000 customers and has expanded its reach beyond Dublin, Cork, Galway and Limerick and is now in regional towns such as Carlow, Ennis and Arklow. Its involvement in Group Broadband Schemes has seen it go to smaller towns such as Killaloe and Oranmore.

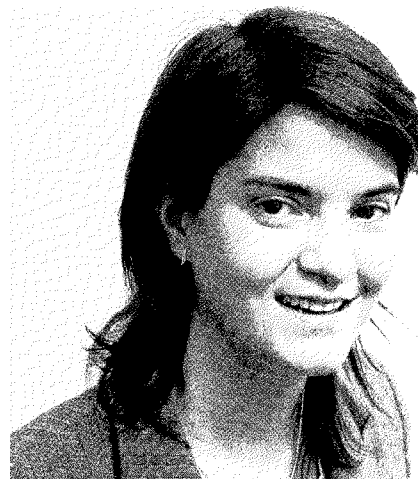
The company has just raised another €25m from shareholders and intends to spend that money on further expanding its network. According to Orla Duffy, head of marketing at Irish Broadband, the company is aiming for another big year in 2006 and wants to develop another 100 sites.

According to Duffy, wireless shouldn't be seen as broadband for people who can't get DSL. "We offer something different. For example unlike DSL, our service is symmetrical, which means you get the same speeds uploading as you would downloading. For some customers that's very important," she explains.

Irish Broadband has also begun to implement new technologies and is using the next generation WiMax wireless standard on its new sites. It will eventually upgrade all existing sites. WiMax offers faster speeds over greater distances. In addition, the technology has some interesting potential applications. Duffy said that further down the line Irish Broadband hopes to make it a mobile internet service, meaning customers with WiMax enabled laptops will be able to use broadband anywhere as long as they are within range of the

Irish Broadband network.

Irish Broadband's services start at €18.95 per month for speeds of up to 512Kbps on its entry level Ripwave package. Its Business Breeze service starts at €48.40 per month for a 2Mbps connection and goes up to €302.50 for a 4Mbps low contention service. Details [www.irishbroadband.ie](http://www.irishbroadband.ie)



**Orla Duffy: looking to develop 100 more sites**