

## **MEDIA RELEASE**

### **IRISH BROADBAND EXPANDS ITS BROADBAND WIRELESS NETWORK, ADDS WiMAX-READY SYSTEMS**

#### ***Latest Technology Order Brings Reality of WiMAX One Step Closer***

**Irish Broadband**, Ireland's leading wireless broadband provider, today (10 November 2004) announced the placement of follow-on orders valued at \$1.4 million with Alvarion, the world's leading supplier of wireless broadband systems to carriers, ISPs and private network operators, for both BreezeMAX and BreezeACCESS VL, Alvarion's WiMAX-ready platform.

BreezeMAX will be deployed on Irish Broadband's 3.5 GHz licensed network and will be used to bring the benefits of WiMAX technology to Irish Broadband subscribers in the cities of Dublin, Cork, Dundalk, Drogheda, Galway, Limerick, and Waterford. WiMAX technology offers unparalleled broadband services with Non-Line-of-Sight (NLOS) functionality plus long-term cost effectiveness.

Commenting on the announcement, Paul Doody, Managing Director, Irish Broadband said, "There's no doubt that WiMAX is the future for operators building out broadband wireless access networks. WiMAX will lower Customer Premise Equipment costs enabling us to pass savings onto our customers. BreezeMAX is a natural evolution and standardisation of the Alvarion technology, which we have been successfully using for 16 months."

Zvi Slonimsky, CEO of Alvarion, said, "Irish Broadband is an important customer who understands that installing BreezeMAX plots a clear roadmap to the future in the WiMAX revolution. As a result, their customers are getting access to affordable broadband connections and the latest networking services."

Irish Broadband will use Alvarion's BreezeACCESS VL technology to expand its existing Alvarion-based 5.7GHz network.

(Ends)

Issued on behalf of Irish Broadband by Heneghan PR.

**Enquiries:**

Nigel Heneghan/Leon Tyrrell - Heneghan PR  
Tel (01) 660 7395 [nigel@hpr.ie](mailto:nigel@hpr.ie)

Orla Duffy, Irish Broadband,  
Tel: (01) 4818400 [orla.duffy@irishbraodband.ie](mailto:orla.duffy@irishbraodband.ie)

## **Note to Editors**

### **About Irish Broadband**

Irish Broadband is a subsidiary of NTR plc and is Ireland's leading provider of wireless broadband to business and residential customers. Irish Broadband builds and owns a proprietary wireless broadband network that provides always-on leased line equivalents at DSL prices.

Irish Broadband currently holds 3.5 spectrum licences in 16 towns and cities in Ireland including Dublin, Galway, Cork, Limerick and Waterford.

For more information, visit [www.irishbroadband.ie](http://www.irishbroadband.ie)

### **About Alvarion**

With more than 2 million units deployed in 130 countries, Alvarion is the worldwide leader in wireless broadband providing systems to carriers, ISPs and private network operators. Leading the WiMAX revolution, Alvarion has the most extensive deployments and proven product portfolio in the industry covering the full range of frequency bands. Alvarion's products enable the delivery of business and residential broadband access, corporate VPNs, toll quality telephony, mobile base station feeding, Hotspot coverage extension, community interconnection, and public safety communications. Alvarion works with several top OEM providers and over 200 local partners to support its diverse global customer base in solving their last-mile challenges.

As a wireless broadband pioneer, Alvarion has been driving and delivering innovations for over 10 years from core technology developments to creating and promoting industry standards. Leveraging its key roles in the IEEE and HiperMAN standards committees and experience deploying OFDM-based systems, the company's prominent work in the WiMAX Forum is focused on increasing widespread adoption of standards-based products in the wireless broadband market.

For more information, visit Alvarion's World Wide Web site at [www.alvarion.com](http://www.alvarion.com)