

## General Information:

**Issue:** Provide a fast Internet connection to residents and businesses in rural areas

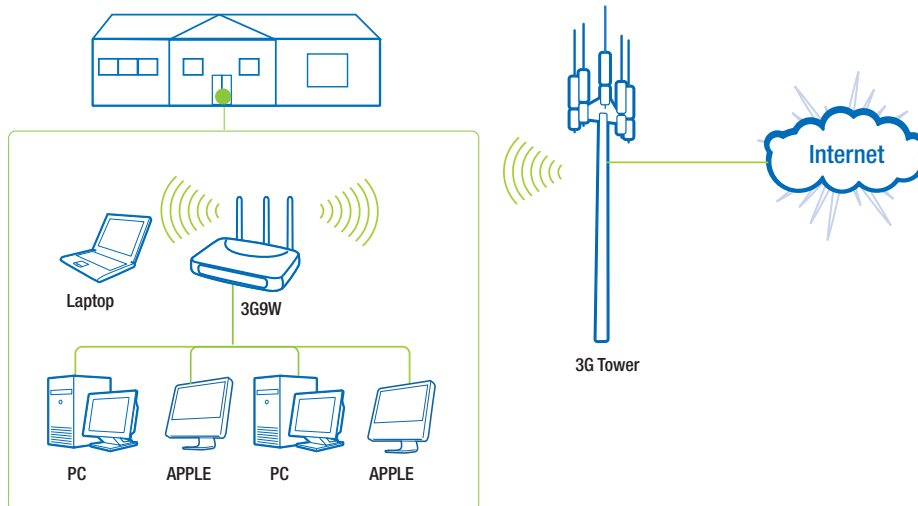
**Solution:** Utilise wireless 3G broadband

### Benefits:

- Provides an effective connection independent of ADSL footprint
- Simple to set up
- Access can be obtained across the whole property

### Hardware:

- 3G9W 3G Wi-Fi Router with 4 Ethernet ports



For standard ADSL connections, the maximum achievable data speed begins to fall off the moment the cable leaves the exchange. By the time it has travelled along the streets and into a subscriber's home, there will have been a considerable reduction in maximum data speed. Carriers will generally not even connect residents living more than four kilometers from a telephone exchange because the signal degradation makes it pointless.

Of course, for those living in rural areas, being four kilometers from an exchange is the rule, not the exception. This makes large numbers of rural residents dependent on dial-up connections, with all the attendant inconvenience in speed, cost and dual-use.

The use of a 3G wireless network is the best solution in such cases. With mobility and coverage not as affected by fixed routes and exchange infrastructure, people in rural and outlying urban areas can capitalize on the power of wireless 3G broadband. Having a much greater footprint than ADSL and better speeds than dial-up, 3G is also portable. This means that in the case of rural

properties, use of the Internet is not restricted to the location where the phone connection is installed; access can still be obtained in outbuildings or elsewhere.

A wireless 3G gateway, such as the NetComm 3G9W needs only a power source and 3G data-enabled SIM card to provide a high-speed connection to one or more users, either wirelessly or through Ethernet cable. Thanks to its robust antenna array, the gateway offers much better reception than a standard 3G dongle arrangement. Light and strong, the unit can be placed in a location that guarantees maximum signal strength and is easily transported between locations.

For small business or farm operators in rural locations, access to broadband is not a luxury, it is a commercial necessity. Likewise, children outside the city generally do not have the high speed Internet access that their city cousins do. For all of these users, exploiting a 3G network means there is no longer any need to for them to be left behind.