

From Video to Internet



How one savvy company is building a business based on installing Motorola's Canopy® broadband wireless equipment to support a number of applications ranging from video surveillance to Internet access.



Background

Given the often mountainous terrain of Italy, many small towns still do not have access to high speed Internet connections through traditional technologies such as digital subscriber line (DSL). And that presented an opportunity for one savvy company, Wavetech s.r.l., and its founder Alessandro Pianta – particularly given that many of these small towns are also ski resorts, which means that demand exists in these areas for such connectivity.

Alessandro formed Wavetech as a Wireless Internet service provider (WISP) in 2005. In just a little more than a year, Wavetech has already deployed Motorola Canopy wireless networks in more than 10 towns along the Valle Camonica, a valley in the North of Italy in the pre-Alps region. Here Wavetech is supporting applications ranging from video surveillance to basic broadband wireless Internet connectivity and managing it all from the company's headquarters in Esine, Italy.

Wavetech is now proud to act as a technology partner in new wireless network applications in other Italian regions, providing the same successful services through local companies.

“The Canopy system is quite easy to install. It is also small equipment – compact and ready for outside use. It’s quite lightweight so it’s easy to place it anywhere. And the price is quite good.”

Wavetech founder Alessandro Pianta



The Motorola Solution

After testing many different systems, Wavetech chose Motorola’s Canopy equipment and got its start in the broadband wireless arena by offering video surveillance systems to municipalities in Italy. It built one such system in the 3,000-inhabitant town of Civate Camuno, where five IP cameras allow law enforcement officials to monitor suspicious activities in key areas such as parks, schools and bridges. Already in the first 10 months of operation, the cameras have led to more than one arrest and conviction in the town.

Wavetech got its first taste of how easy Canopy was to install when deploying the video surveillance system, which took only two days. And Pianta gives high marks to the network quality delivered by Canopy – in fact, the bandwidth on the Canopy system is so good that the video quality is really more of a function of the camera, not the network, Pianta says.

Other benefits include the fact that “the Canopy system is quite easy to install,” says Pianta. “It is also small equipment – compact and ready for outside use. It’s quite lightweight so it’s easy to place it anywhere. And the price is quite good.”

Moving from Security to Ski Slopes

Once the Canopy technology had proven itself in video surveillance deployments, Wavetech began deploying the technology in Borno and Ossimo, two ski resort towns located in the mountains of Valle Camonica in northern Italy.

The system serving Borno and Ossimo uses three consecutive Canopy point-to-point lines to reach the towns, which sit on the mountain at about 1,000 meters above sea level, and to carry the traffic back to the Wavetech offices. Three Canopy access points cover the residential area. The network – which now covers more than 60 square kilometers and is still expanding – was completely deployed within a few weeks and has been running for several months without any problems.

Wavetech is charging an activation fee of 150 Euros and service fees that range from 30 Euros to 90 Euros per month, depending on the level of service.

MOTOROLA CANOPY® BROADBAND SOLUTIONS

Experience the Canopy solution today. Visit the Motorola Canopy website at www.motorola.com/canopy
Call 1-866-515-5825 / International +1-800-795-1530

Motorola, Inc. 1299 E. Algonquin Road, Schaumburg, Illinois 60196 U.S.A.

MOTOROLA and the Stylized M Logo are registered in the U.S. Patent and Trademark Office.
All other product or service names are the property of their respective owners. © Motorola, Inc. 2006

