

12/05/2010 13:00:00



# BridgeWave Issues Top Five Backhaul Considerations for Carriers Looking to Exceed Subscriber Expectations

BridgeWave Communications, the leading supplier of gigabit wireless solutions, today issued the top five considerations for mobile carriers as they select network equipment in their migrations to 4G networks. Carriers must support the exponential growth of mobile traffic created by data-hungry smartphones and the consumer expectations that come with them. Carrier mobile backhaul must not only offer far greater bandwidth, at gigabit capacities or greater, but also provide "service aware" network functionality.

Below are five considerations for carriers as they consider next-generation functionality in their move to 4G networks:

## All backhaul is not equal

Higher frequency millimeter wave (70/80 GHz) mobile backhaul equipment is well suited to offer multi-gigabit transmission rates, at a lower total cost of ownership (TCO) per megabit needed to support data-hungry phones. Next-generation networks spur dense base-station deployments requiring more backhaul capacity beyond what today's networks offer. Carriers must consider their near-term and long-term objectives when evaluating backhaul and ensure the infrastructure installed today can be easily upgraded tomorrow.

## Ensure weather doesn't get the network down

While microwave radio is not fully immune to rain, functionality can be provided that helps mitigate the effects of rain and allows carriers to maintain high-availability transmissions. Simply providing more system gain does not always yield desired results, but technology like adaptive rate and modulation ensures that calls or data connections are not dropped despite inclement weather.

## Deliver real-time applications at the right time

More and more VoIP and video apps need quality of service (QoS) on mobile networks so they are prioritized to perform well. The newest iPhone OS will support more gaming and VoIP meaning real-time application performance is gaining in importance. Backhaul solutions should yield this "service aware" functionality to ensure that service level agreements (SLAs) are met.

## Limit network interference

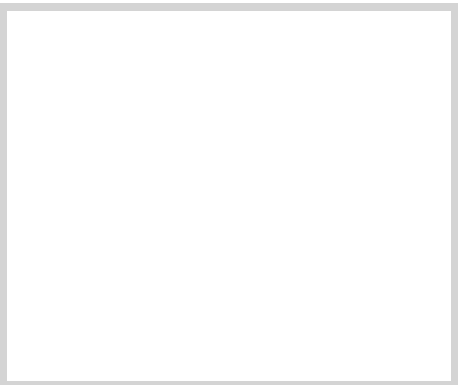
As the use of 70/80 GHz solutions becomes a critical part of the infrastructure, carriers will want to limit interference by finding equipment able to tune throughout the entire 70 and 80 GHz RF band. This requires frequency agility that eases RF network planning for dense cell site deployments and mitigates interference.



### Market summary

UK	US	Europe
<b>FTSE 100</b>		<b>5,060.54 -0.2% ▼</b>
<b>Dow Jones</b>	10,157.94	0.9% ▲
<b>Nasdaq Comp.</b>	2,229.28	1.1% ▲
<b>GBPUSD</b>	1.45	0.8% ▲
<b>Crude oil</b>	69.59	-4.2% ▼

[» UK market](#)



### Trend

Name	Trigger	Change
<a href="#">British Sky Broadcasting ...</a>	Sell	-2.00% ▼
<a href="#">Next PLC</a>	Sell	41.00% ▲
<a href="#">United Business Media Ld ...</a>	Sell	1.10% ▲
<a href="#">Hays PLC</a>	Sell	-1.00% ▼
<a href="#">Kingfisher PLC</a>	Sell	0.50% ▲
<a href="#">LogicaCMG PLC</a>	Sell	4.40% ▲
<a href="#">Associated British Foods P...</a>	Sell	-11.00% ▼
<a href="#">Centrica ORD 6 14/81P</a>	Sell	-3.80% ▼
<a href="#">Daily Mail and General Tr...</a>	Sell	-16.50% ▼
<a href="#">Diageo PLC</a>	Sell	-16.00% ▼

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**Better management for better performance**

Via Ethernet Operation, Administration, and Maintenance (OAM) functionality, carriers can automate end-to-end network management and monitoring to validate connections, detect faults and alarms, and monitor link performance. With OAM, network troubleshooting is streamlined meaning maintenance costs and efforts are reduced for a more reliable network and happier subscribers.

"As carriers move to 4G, BridgeWave supports them in their quest to exceed the already high expectations of subscribers, leading to these considerations," said Paul Obsitnik, senior vice president of business development of BridgeWave. "With many new smartphones and real-time apps coming to market, carriers needn't fear the onslaught of traffic as network solutions are available to keep them one step ahead of handset demands and consumer desires."

BridgeWave's Paul Obsitnik will present these recommendations to network operators preparing for LTE evolution at [Transport Networks for Mobile Operators](#), taking place in London on Monday, May 17. Obsitnik will discuss the impact of LTE on the current design of today's transport infrastructure and provide practical steps towards preparing networks for LTE. His presentation will assess the key tools that are needed to fully support LTE backhaul, including utilizing higher frequency millimeter wave and limiting network interference. More information about the event can be found at: <http://www.iir-telecoms.com/event/TNMO>.

**About BridgeWave Communications**

Founded in 1999, BridgeWave Communications is the leading supplier of multi-gigabit wireless connectivity links for next-generation 4G mobile and WiMAX backhaul. The company's advanced millimeter wave technologies combined with innovative features such as native TDM+IP transport, flexible channel tuning, AdaptRate™ and AdaptPath™, built-in 256-bit AES Encryption, and advanced Forward Error Correction, provide carrier-class performance at the highest availability and longest distances for multi-gigabit links. The FlexPort™ product delivers scalable capacity for the migration to 4G mobile network backhaul. BridgeWave's point-to-point wireless links are deployed worldwide in mainstream enterprise, government and service provider networks and play a key role in today's WiMAX networks. With the largest global installed base of GigE radios, BridgeWave delivers the highest levels of product quality and reliability. For more information, visit [www.bridgewave.com](http://www.bridgewave.com).

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