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BridgeWave's Multi-Gigabit Wireless Solution Provided Network Connectivity for 83rd Academy Awards® Ceremony

Monday March 07, 2011 - 08:00 AM EST
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Released By [BridgeWave Communications](#)

BridgeWave Communications, the leading supplier of 4G backhaul solutions, today announced that its FP80-3000 multi-gigabit wireless solution provided the crucial network backbone that allowed seamless, high-speed video file transfers between Chainsaw, a creative editorial and post-production company, and the 83rd Academy Awards® event at the Kodak Theatre on Sunday, February 27.

The ultra-high capacity Ethernet connection enabled the rapid transfer of high-definition video files from Chainsaw's Hollywood, California, facility to the production facilities at the Kodak Theatre less than one mile away. BridgeWave's FP80-3000 eliminated the use of couriers to hand-carry media back and forth between venues, which saved both time and money.

[Location Connect](#), an on-site network and IT service provider for special events, was tasked with implementing the project and for the second year in a row, determined that BridgeWave's 80 GHz solutions best delivered the capacity, speed and reliability needed to meet the Academy's requirements. BridgeWave's FP80-3000, the newest offering from the [FlexPort product family](#), provides three gigabits per second over-the-air transmission capability—the highest native transmission capacity in any millimeter wave or microwave product without the use of compression.

"Second chances aren't allowed at the Oscars®, so reliability was our first priority when identifying the wireless high-speed investor.wallstreetselect.com/.../read?..."

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connection," said Alex Pournelle, vice president of business development at Location Connect. "During last year's Academy Awards ceremony BridgeWave's 80 GHz gigabit link performed flawlessly, so we worked with BridgeWave again this year without hesitation."

Pournelle also praised the radios' flexibility, "Our application required Gigabit Ethernet, but we weren't certain whether fiber or copper was the correct choice. The FP80-3000 let us decide on the spot—either, or both, with the dual links." The FP80-3000 supports GigE using copper, multimode or single-mode fiber interfaces which can be quickly changed in the field.

In a matter of days, the link was installed, aligned and commissioned. Traffic was running 20 minutes after initial setup. Rapid updates and quick revision cycles during rehearsals and on the day of the event were carried out without any network interruption. The efficiency of using the network to send files electronically allowed editors more time to prepare and review changes made on the fly, thus allowing more time for quality control.

"The FlexPort product brought flexibility into the pre-production process," said Alex Pournelle. "BridgeWave's solution brought fiber-equivalent service without having to trench a cable line. The company has introduced carrier-class service to the broadcast industry."

BridgeWave's FP80-3000 link transmitted more than 125 trillion packets throughout two weeks of pre-production for the Oscars® telecast. The product's carrier-class network infrastructure supported the massive levels of data traffic with no down time despite inclement weather.

"Using a wireless network connection for an event like the Academy Awards® saved both time and money in accomplishing critical editing tasks," said Tad Scripter, engineer in charge of the Academy Awards telecast®. "Transmitting playback material over a high-speed network, rather than supporting an on-site team and having couriers screened through security protocols, made our jobs much easier leading up to and during the telecast."

"This year, we had more elements originating from the Kodak Theatre. Using BridgeWave's links, we sent these elements to Chainsaw, composited the piece and then sent it right back within minutes of shooting," said Mike Polito, vice president of Chainsaw. "Transferring files electronically, versus using a courier service, made the process much more efficient and virtually effortless on our end."

"It means so much that the Academy Awards® and Location Connect have entrusted BridgeWave's products with this responsibility for its telecast for the second year in a row," said Amir Makleff, president and CEO of BridgeWave. "Our deployment at the Oscars® is another opportunity to show how our gigabit Ethernet wireless links provide highly robust and reliable connectivity for mission critical applications such as supporting real-time high definition transmissions."

About BridgeWave Communications

BridgeWave Communications is the leading supplier of high capacity 4G backhaul and gigabit wireless connectivity solutions. BridgeWave's carrier-grade, point-to-point wireless FlexPort® links provide a future-proof mobile backhaul solution for carriers and mobile operators looking to support 4G/LTE/WiMAX adoption. The company's 60 GHz and 80 GHz millimeter wave links offer up to ten times the bandwidth of license-free wireless links with the benefit of added interference immunity, while their microwave products are the first to enable full-rate gigabit connectivity in a cost-effective, single all-outdoor solution. Founded in 1999, BridgeWave is headquartered in Santa Clara, California. With the largest installed base of GigE radios worldwide, BridgeWave delivers the highest levels of product quality and reliability. For more information, visit www.bridgewave.com.

Acknowledgements

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3/8/2011

BridgeWave's Multi-Gigabit Wireless S...

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6636275&lang=en>

Contacts:

BridgeWave Communications
Joe Schraml, 408-567-6927
joe.schraml@bridgewave.com

or
SHIFT Communications
Jennifer Usher, 415-591-8456
jusher@shiftcomm.com

or
Location Connect
Alexander Pournelle, 626-792-0000
acp@locationconnect.com

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