



## Case Study

# Adam Internet utilizes Ceragon's FibeAir® solutions to backhaul its new AdamMax broadband WiMAX service

Ceragon Helps Southern Australia's Leading ISP Deliver Wireless Broadband to Metro Adelaide

### Background

Privately owned and locally operated Adam Internet, based in South Australia, is one of the country's leading Internet Service Providers (ISPs). For over two decades, the company has provided customers with Internet connectivity, co-location services, as well as customer support and security to protect servers from unauthorized access. Adam Internet delivers high-quality data services to South Australia's residential and enterprise customers, and to several national ISPs and multinational corporations.

In a project partially funded by the South Australia government to bring wireless, high-speed Internet connection to metro Adelaide, population 1.1 million, Adam Internet required an all-IP network capable of carrying high-capacity broadband traffic. The company selected Ceragon over a competing "all-IP" system, and will use Ceragon's FibeAir IP-10 platform to build a wireless backhaul network.

### The Challenge: Cover Broadband Service "Black Spots" and Deliver High-Speed Wireless Internet Access to Metropolitan Adelaide

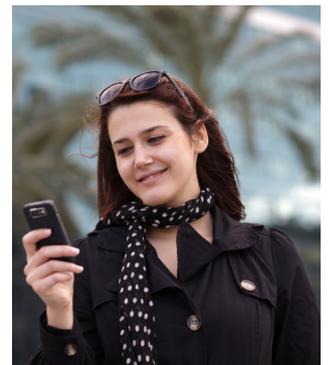
Part of a large-scale government funded WiMAX network project, Adam Internet won the bid to eliminate 'broadband black-spots' in metropolitan Adelaide. The company devised a plan to blanket the city and deliver high-speed wireless broadband services over its AdamMax broadband WiMAX network. Once completed, the network will cover over 350 broadband black spots, giving users web browsing access, data sharing, and VoIP services at speeds of up to 12Mbps.

To meet its ambitious plan, Adam Internet sought after an advanced microwave backhaul solution that could offer high-capacity wireless point-to-point connection and support advanced integrated ring topology. After evaluating several alternatives, the company selected Ceragon's FibeAir IP-10. The selection was based on the solution's pay-as-you-grow capabilities, versatile design, Ethernet ring support and high-capacity which enabled Adam Internet to build a wireless communication network they could depend on well into the future.

### A Viable and Reliable High-Capacity, "All-IP" Solution

Ceragon's advanced FibeAir IP-10 platform provides Adam Internet with a range of value-added features and is an ideal solution for all-IP applications. An integrated switch with advanced Quality of Service (QoS) capabilities makes for a single managed element, eliminating the need for external, unmanaged devices.

Allowing for end-to-end management for provisioning and alarms, Ceragon's FibeAir IP-10

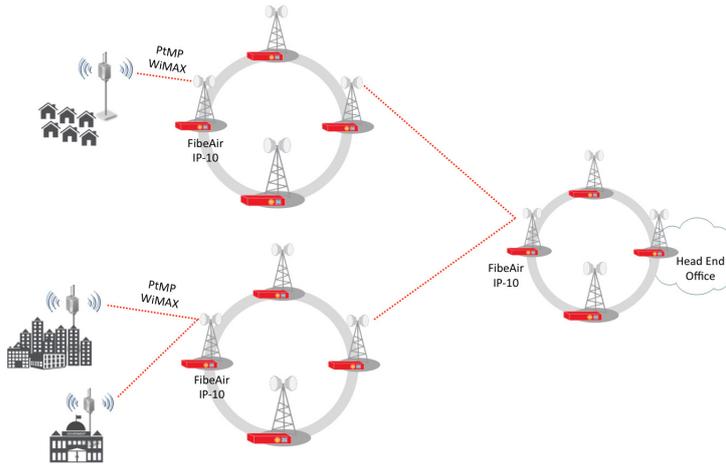


*"We are rolling out a network that will allow every citizen in metro Adelaide to gain easy access to high-speed Internet and data services,"*  
Scott Hicks, Managing Director of Adam Internet.



platform comes complete with full Operation Administration and Management (OA&M) functionality. Enhanced spectral efficiency allows for highest possible capacities at the lowest overall cost, and makes for high-quality delivery of advanced voice and data services. FibeAir IP-10's true Adaptive Coding & Modulation (ACM) and superior system gain enable carriers to bridge over longer distance using smaller antennas, and improve Adam Internet's ability to deliver more services in a cost-effective manner.

The FibeAir IP -10 platform makes for an advanced radio backhaul topology in both tree and ring topologies, and enables different bandwidths and service classes to be carried over the transport network. Deploying Ceragon's FibeAir IP-10 platform will result in Adam Internet successfully building a high capacity, flexible and scalable network infrastructure to support a broad, new customer base.



FibeAir IP-10, Carrier Ethernet Wireless Solution

"We are rolling out a network that will allow every citizen in metro Adelaide to gain easy access to high-speed Internet and data services," said Scott Hicks, Managing Director of Adam Internet. "Using Ceragon solutions, we are making sure that every WiMAX base station has enough backhaul capacity to support future traffic growth. The solutions come equipped with a rich feature set, allowing us to reduce the number of elements in the network and gain a significant cost advantage."

FibeAir IP-10 is Ceragon's next generation carrier-grade wireless Ethernet solutions family. With MEF-9 & MEF-14 certification, FibeAir IP-10 solutions feature a powerful integrated Ethernet switch, optional stackable radios with TDM cross-connect for nodal site applications, advanced service management and Operation Administration & Maintenance (OAM) tools. Ideal for any type of architecture – native TDM, hybrid TDM/IP and all-IP with or without pseudowire, FibeAir IP-10 requires little or no external devices, allowing it to integrate smoothly with any network. Around the world, leading mobile and fixed-wireless operators are taking advantage of the FibeAir IP-10, benefiting from simplified installation, higher capacities, and significantly better utilization of radio link budgets.

## About Adam Internet

*Adam Internet delivers premier Internet services to Southern Australia, and is one of Adelaide's first commercial ISPs. Privately owned and locally operated, the company has kept South Australians at the forefront of Internet connectivity for nearly two decades. Adam Internet has achieved year on year growth by providing the best solutions at the best price for our residential, government and business customers. Adam Internet provides customers with superior Internet connectivity, co-location services, and customer support and security to protect servers from unauthorized access. The company delivers high-quality data services not only to South Australian residential and enterprise customers, but also to several national ISPs and multinational corporations. For more information, visit the website at [www.adam.com.au](http://www.adam.com.au).*

## About Ceragon

*Ceragon Networks Ltd. (NASDAQ: CRNT) is a leading provider of high capacity wireless backhaul solutions that enable fiber-like connectivity for SONET/SDH networks, next generation IP-based networks and hybrid networks. Ceragon's FibeAir® family of products support all wired and wireless access technologies and address Service Providers' need to cost-effectively build-out and scale their networks to meet increasing demands for bandwidth and premium services. Ceragon solutions are deployed by more than 150 service providers of all sizes, as well as in hundreds of private networks, in nearly 100 countries. More information is available at [www.ceragon.com](http://www.ceragon.com).*