

Telular Removes Isolation For Remote Customers



BACKGROUND

Orb Communications – Nelson provide communication solutions across a wide geographical area including Nelson, Motueka, Golden Bay, Marlborough Sounds, Richmond, Mapua, and Brightwater/Wakefield. Because of this geographical scope, Orb is often presented with interesting challenges by its customers.

Once such challenge came from a customer living in the remote Baton Valley near Motueka.

THE CUSTOMER

A customer, living in the remote Baton Valley, near Motueka, required access to fixed line telephone and internet services. However, the location of the home meant that it was not feasible or cost effective to install a traditional land line. On top of this because the location was so remote, even if a phone line could have been run in, ADSL internet would have been out of the question and dial up would most likely have been significantly slower than it is on phone lines in the city.

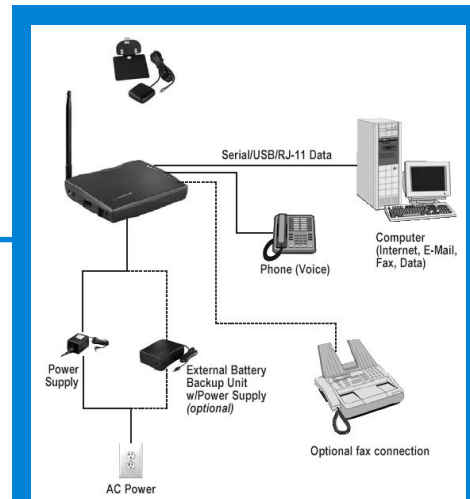
THE KEY CHALLENGE

Traditional mobile phones and data cards were trialed, however, the reception was weak in the area and neither was found to provide satisfactory performance. Knowing that there must be a solution to this problem out there [somewhere], Orb approached EDAC Electronics and the Telular Phonecell® SX5T was recommended.

THE SOLUTION

Orb took a Telular SX5T-500C CDMA unit out on site and installed it for a trial. An upgradeable aerial (via TNC connector) meant that a high gain aerial could be mounted on the roof to get reception where normal hand held mobile phones and laptop data cards could not. The SX5T integrated seamlessly in the house, appearing to the customer like a normal land line, they were even able to connect their standard cordless phone to the unit. The caller display data and visual voicemail notification are also displayed on the cordless phone. After a week or so the customer was so pleased with the performance of the product for voice services that they purchased the trial unit straight away!

Orb then worked on delivering internet access through the unit. A simple data cable was installed and the customer found that they could access internet services at speeds of up to 115kbps (twice as fast as normal dial up) just as if they were connected to a normal landline.



“The Telular seems to have as good, if not better coverage, than any other 027 product. One of the big advantages is that it can be located close to the aerial (and or where the signal is) to reduce any signal loss in the coax aerial lead, a landline phone or cordless phone can then be plugged in and used elsewhere”.

Steve Fitzsimons, Managing Director Orb Nelson