

Connecting Thousands of Wireless Broadband Users Daily



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- PAUL VAUGHN,
PRESIDENT,
TENNESSEE
WIRELESS

Overview

HIGHWAY US-40 RUNS EAST TO WEST across the entire 455-mile length of the state of Tennessee, connecting Memphis, Nashville, and Knoxville with the rest of the country. An intersection with US-13 about 90 minutes west of Nashville provides a popular location for drivers to refuel and rest – and of course, use the Internet.



Truckers and travelers all want to be connected, especially when passing through rural areas. Experienced drivers frequent the rest stops they know will provide the connectivity they need.

Challenge

“BEING IN A VERY RURAL LOCATION, HIGH SPEED ACCESS WAS NOT READILY AVAILABLE,” said Paul Vaughn, President of Tennessee Wireless. “For many years the local hotels, restaurants, and gas stations could only get leased T1 lines or satellite service. We had experience with wireless broadband, and knew that we could provide faster speeds at dramatically lower prices.”

Solution

“WE HAVE A FIBER-FED TOWER RIGHT AT THE INTERSECTION,” SAID VAUGHN. “WE installed one ePMP™ Access Point and were able to easily connect the truck stop, hotels, and restaurants, providing them better connectivity at half the price they were paying.”



“This is the busiest truck stop I’ve ever seen,” said Vaughn. “There’s always a line at the gas pumps. Each day, thousands of people stop for fuel or a meal, or stay overnight. Our system provides streaming video surveillance, guest access for voice and data, and credit card transactions. We typically see more than a thousand unique users on the networks daily.”

The network is particularly busy during the motocross racing season, when hotels and campgrounds are at capacity.

WIRELESS DISTRIBUTION

ePMP 1000 Distribution Network Solution	
Frequency	2.4 and 5 GHz
Throughput	100 Mbps in a 20 MHz channel



Results

“THE CONNECTION HAS BEEN UP FOR THREE YEARS NOW, AND WE’VE NEVER HAD ANY PROBLEMS,” SAID

Vaughn. “The business owners love the connectivity. All they had before was T1 service at 1.5 Mbps, and now they can offer 10-30 times that speed.”

Based on his experience, Vaughn shares his advice for service providers looking to connect busy highway interchanges in their network footprint. “The ePMP system worked perfectly for what we needed. It was our first major experience with Cambium Networks, and we couldn’t be happier. When adding a significantly new application and customer base to the network, you owe it to yourself to check out the latest technology, and go with the highest actual throughput speed the business case allows.”

He also shares his insight on bringing in new customers. “The folks at the gas station and hotels were very familiar with buying access from a major service provider of wired T1 connectivity,” said Vaughn. “We had to do some educating to sell them on the idea of wireless broadband, investing a few hours to explain the technology and train the customers. Once the system was installed, they became believers.”

