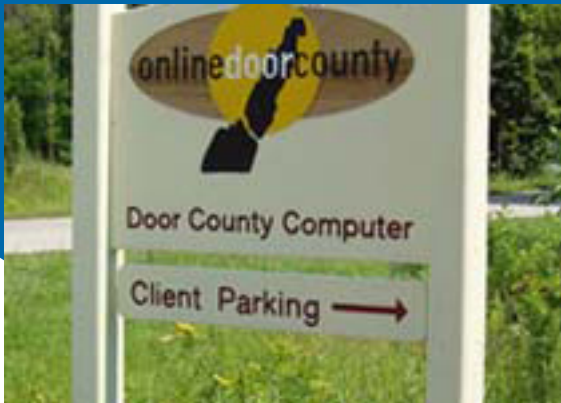


# CONNECTING THE PENINSULA AND BEYOND



"Customer response has been very positive. NEWWIS is the fastest Wireless Internet Service Provider in Door County"

-Rick Gordon, Founder, NEWWIS

## SITUATION

Door County, Wisconsin is a beautiful setting of small towns, beautiful shore lines and scenic parks. While the recreation and hospitality business satisfies millions of visitors' needs to get away from it all, this rural location needs Internet access to stay connected and grow.

In a rural area like Door County, Internet access is always a more challenging issue than in an urban area, where cable and DSL connectivity is prevalent. Many Door County residents live far from a highway, and high-speed Internet is not feasible using wire-based technology. NEWWIS solution to this access problem is Wireless Broadband, because of the ability to rapidly connect customers in remote locations.

Recently a service provider closed up shop, leaving the residents and businesses of nearby Washington Island with no broadband connectivity. NEWWIS stepped in to connect the island.

## SOLUTION

NEWWIS selected Cambium PMP 100 series equipment to build an access network that can cover the towns on the peninsula from two tower locations. Customers receive speeds up to 10 Mbps throughput. Low latency

service means that data, voice and video applications run smoothly.

To extend network coverage to reach Washington Island off the tip of the peninsula, NEWWIS is deploying a PTP 500 backhaul link to feed an additional PMP access network tower location.

## RESULT

Customers are pleased with the broadband connectivity. "We had a 2.4 GHz PTP link running for years with no problem - we just needed more bandwidth," says Nate Bell. The end customer experience exceeds the performance of other broadband alternatives - including satellite. The network performs well under high demand conditions during the summer vacation months and also under the harsh weather conditions in the icy winters. NEWWIS has expanded their coverage to 30 Access Point transmitters, and has plans to meet customer demand by adding new tower locations.

## CUSTOMER PROFILE

NEWWIS was the first commercial Internet business in Door County, Wisconsin. At first, the business offered computer repair services, and then saw the end customers' need to connect the computers to the Internet. They began by connecting local schools, and expanded to offer business and residential connectivity to more than 1,000 subscribers served.

"Recently a service provider closed up shop and left their customers stranded. Another provider has capped their network and not increasing bandwidth. We saw the need to expand our presence to reach these people. We needed a rapidly deployable high bandwidth solution that is able to shoot over water. Cambium Networks provided exactly what we needed."  
Nate Bell, NEWWIS