

# High-Speed Connectivity Propels Growth



“With Cambium’s LINKPlanner, we designed the connection in a matter of minutes. We quickly deployed the ePMP Point to Point link. The customer was online and working with a higher speed connection than they had ever had before.”

- SAMUEL SIMON,  
PRESIDENT AND CEO,  
ROOT MEDIA

## WHEN CUSTOMERS CHANGE LOCATIONS, THEY DON'T WANT TO DISRUPT THEIR

day-to-day operations. A prominent video production company in Zagreb, Croatia, was moving to a new location and needed a symmetrical high-speed connection to serve their international customers.

## Challenge

### WHEN THE VIDEO COMPANY DISCOVERED THAT THE LOCAL TELEPHONE COMPANY

offered only ADSL at the location, they contacted Root Media, a full-service communications provider.

“We specialize in providing broadband connectivity for enterprise,” says Samuel Simon, President and CEO of Root Media. “The challenge in this case was to develop and install a high-speed, low-latency connection that would be solid all the time – and have it working in a day or two.”

## Solution

### SOME WEEKS BEFORE, SIMON HAD ATTENDED A CAMBIUM NETWORKS ROADSHOW

to learn about wireless connectivity solutions. He saw this as the perfect opportunity to test wireless broadband performance in the center of the city where there would be a lot of RF noise.

Root Media selected two ePMP™ 1000 Point to Point (PTP) links to connect the two sites. Each link had one ePMP module at each location.

ePMP PTP Solutions	
Frequency	5 GHz
Throughput	220 Mbps
Range	40+ km

The Cambium LINKPlanner software provided a detailed preview of the link performance using the exact coordinates of each module. Within minutes, LINKPlanner confirmed that the equipment would provide the throughput that the customer required and provided a detailed bill of materials to ensure that all of the equipment would be on hand at the time of installation.

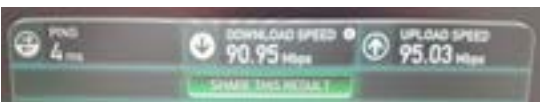
Given that the installation was in the center of the city of Zagreb, RF noise was a challenge. The ePMP system has a built-in spectrum analyzer and helped Root Media identify a clear frequency for operation. After testing a number of operation modes, they selected a mode optimized for point-to-point configurations, which provided the best isolation from ambient noise.

## Results

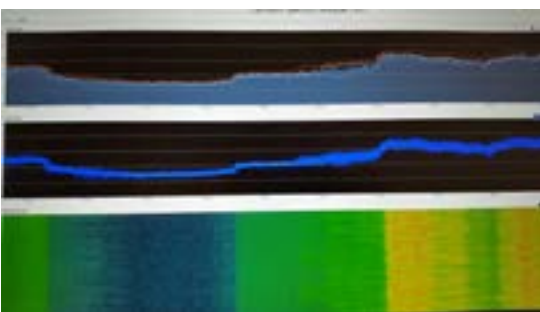
### THE 15 EMPLOYEES OF THE VIDEO PRODUCTION COMPANY

were thrilled when they saw the speed of the connection. The ePMP modules were delivering more than 90 Mbps simultaneously in both directions, and latency was below 3 milliseconds. Video conferences were clear, and they could quickly send their multi-terabyte video files.

“Right away, the employees were pleased with video conferencing, FTP, and web browsing,” says Simon. “The managers of the video production company knew the ePMP solution was cost competitive, and they determined that they have saved thousands of euros compared with what they would have paid for a solution from the local telephone service provider. For us at Root Media, the link has been up for three months without a problem of any kind – the link is solid. This solution is a win for everyone.”



High-speed connectivity



Spectrum Analyzer results



ePMP Integrated Module

## About Root Media

[www.Root-media.hr](http://www.Root-media.hr)

Root Media provides design, installation, and maintenance of information technology services and equipment for business and residential clients in Zagreb, Croatia. Specializing in audio and audiovisual media services, they have significant experience in designing connectivity solutions to support high-speed applications.

### Customers include:

- Business customers
- Residential connectivity

Why Root Media chose Cambium Networks

**Stability** – to provide connectivity services that work consistently

**Symmetrical High Speed** – technology to transfer large files quickly

**Low Latency** – for clear voice and video applications