



Case Study: AIRDATA



PortableDSL: A Wholesale Model

Providing the Infrastructure to Unwire Millions of DSL Users in All Major Cities of Germany

Germany

For more than 5 million people in Germany, DSL has become the most important connection to the Internet. But for many, the inherently fixed nature of DSL is too limited. Subscribers want broadband access wherever they are, without having to change provider or reconfiguring the settings on their computer or PDA.



Enter AIRDATA AG, a communications infrastructure provider that was founded in Stuttgart in 1998 to build and operate an independent voice and data telecommunications network. Using UMTS TDD, AIRDATA's wireless network enables PortableDSL, a service that allows users with a simple plug-and-play PCMCIA card or desktop modem to enjoy all the broadband benefits of DSL, but with the added convenience of go-anywhere portability. As a wholesaler, AIRDATA markets PortableDSL to carriers, online services, ISPs, and mobile operators so that they in turn can offer affordable, flat-rate PortableDSL plans to their residential and enterprise customers. Among other sales partners AIRDATA is already wholesaling the PortableDSL services to Telefonica, one of the largest IP providers in Germany.

As the first company to deploy UMTS TDD technology in Europe, AIRDATA is getting a lot of attention. At the 2004 CeBIT conference, AIRDATA received the distinguished "Innovation of the Year" award for the Internet section from PC Professionell.

Spectrum:

10MHz of frequency in the 2.6GHz band.

Service Plans:

Subscribers can sign up online for PortableDSL service or through a number of retail stores and various cellular distributors and internet providers.

Speed Plans

Plan name	Speed	Cost *
Flat	1024K	€44.90
Flat Student	1024K	€39.90
Time per Minute**	1024K	€24.95 + E0.01/Minute
Volume per MB**	1024K	€24.95 + E0.008/MB

*Plan cost plus monthly connection fee
** Offered only by Isomedia

Basic Plans

Plan name	Speed	Cost *
Flat	128K	€24.90
Flat Student	128K	€19.90
Time per Minute**	128K	€14.95 + E0.006/Minute
Volume per MB**	128K	€14.95 + E0.008/MB

*Plan cost plus monthly connection fee
** Offered only by Isomedia

Prices are based upon a 12- or 24-month contract, depending on the provider. The desktop modem costs €149.

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Coverage:

AIRDATA's PortableDSL network covers all of Stuttgart and is expanding to all major metropolitan areas across Germany.



AIRDATA's PortableDSL frequency regions

**“UMTS TDD-powered
PortableDSL
allows mobile operators and ISPs
to enhance service offerings
and increase revenue.”**

Christian M. Irmeler
Vorstand and Board Member
AIRDATA AG

Distribution:

Subscribers can get PortableDSL service from:



NGI (Next Generation Internet) at Media Markt stores or by calling or emailing NGI directly.
<http://www.ngi-net.de>



Isomedia, via online ordering.
<http://www.isomedia.de/pdsl/index.html>

About the technology:

UMTS TDD, the member of the 3G family of standards that is optimized for high-speed data, has emerged as the leading global standard that can be used by operators and manufacturers worldwide for mobile broadband. Operators in countries around the world including Australia, Germany, Malaysia, New Zealand, Portugal, South Africa, the United Kingdom and the United States, have deployed UMTS TDD solutions from IPWireless.

