



## Case Study: UK Broadband

# now: Delivering Unlimited Wireless DSL Below the Price of Fixed DSL

## United Kingdom

UK Broadband provides broadband Internet services to residential consumers and small businesses through its **now** service, a service that offers all the always-on benefits of DSL, but with the added benefit of unlimited use and the freedom of wireless. Since no telephone lines or cable connections are needed, subscribers can have a broadband connection in any room in the house. The service is self-installed in a few minutes, and by using a simple, plug-and-play modem, subscribers can surf the net, download videos or music, and bank or shop over the Internet. UK Broadband Limited is a wholly-owned subsidiary of PCCW, the largest telecoms provider in Hong Kong where their broadband service is provided to over 700,000 customers.

### Coverage:

Western London and the Thames Valley region with ongoing rollout throughout the country.

### Spectrum:

UK Broadband owns a nationwide 3.4GHz license for the UK and Northern Ireland. 3.4GHz spectrum has been allocated by regulators as a non-mobile frequency, so the mobility aspect of the UMTS TDD technology has been disabled.

### Service Plans:

Speed	Megabits/Month	Cost/Month
256Kbps	Unlimited	£10*
512Kbps	Unlimited	£14*
1Mbps	Unlimited	£18*

\*With 12-month contract

### Distribution:

Subscribers can go online, call a toll-free number, or visit high street shops to get **now** service. The desktop modem is free.

### 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.

*“The service we are offering with UMTS TDD is **truly revolutionary** and is going to **change people’s lives**. It is **simple to install**, and since it is wireless, you don’t need an engineer to visit your home.”*

**Ian Stone**

CEO, UK Broadband