

■ Focus on: Host Ireland Business Broadband

HostIreland plans 1000mbps microwave wireless broadband

HostIreland Business Broadband, established in 1998, operates a high density microwave wireless broadband network in the greater Dublin area. Ben Kitchin, director and chief operating officer, explained how this fast evolving technology has taken over the business broadband market. "As a technology it is faster to install, offers lower latency and costs less than fibre alternatives," said Kitchin.

In the last two months Host Ireland Business Broadband has added four more high sites onto its Dublin based network securing its position of having the second most base stations to the mobile operators. This density enables Host Ireland to provide an exceptional level of service at half the price of its competitors. "Our network really is something quite special now," said Kitchin.

The Technology

Faster than Fibre - electromagnetic waves travel 50 per cent faster through the air than through a fibre optic cable. The light in the fibre cable is traveling through a medium similar to glass, which has a higher density than air. Microwaves traveling through air travel very close to the speed of light.

The Service

Shorter Routes - we all know that the shortest distance between two points is a straight line. This principle gives microwave technology an inherent advantage over optical networks. Optical networks cannot be deployed easily in the city requiring restrictive road-opening licenses and development levies. In addition, optical networks follow topologies that do not coincide with the customers most direct route to the nearest internet datacenter. Microwave overcomes these obstacles



Ben Kitchin, director,
Host Ireland Business
Broadband

due to the direct point-to-point routes, providing true speed-of-light benefits.

Lower latency - the existence of more hops introduces more processing latency and noise to a net-

work. Microwave networks typically reduce the number of hops as compared to optical networks and this reduces the overall end-to-end latency.

Faster Install - a Host

Ireland Business Broadband microwave link can be installed at your location typically within three to five business days. If your building does not already have fibre, it will take approximate-

ly four months to complete the council applications, civils and provisioning to install fibre lines and all at an exorbitant cost.

Kitchin said that technological developments currently under way are paving the way for businesses in Dublin to be able to avail of 1000mbps microwave wireless internet connections from Host Ireland Business Broadband, at the same price as its competitors' 10mbps service. "We have a very exciting product coming to the market shortly. Once launched the concept of rip-off pricing will finally be a thing of the past. The cost of broadband connectivity for businesses must come down both here in Dublin and more importantly nationwide," he said.

For more information,
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