

# APPLICATION NOTE

## LAST MILE ACCESS



## Fueling Wi-Fi Hot Spots with Broadband Wireless

### The challenge:

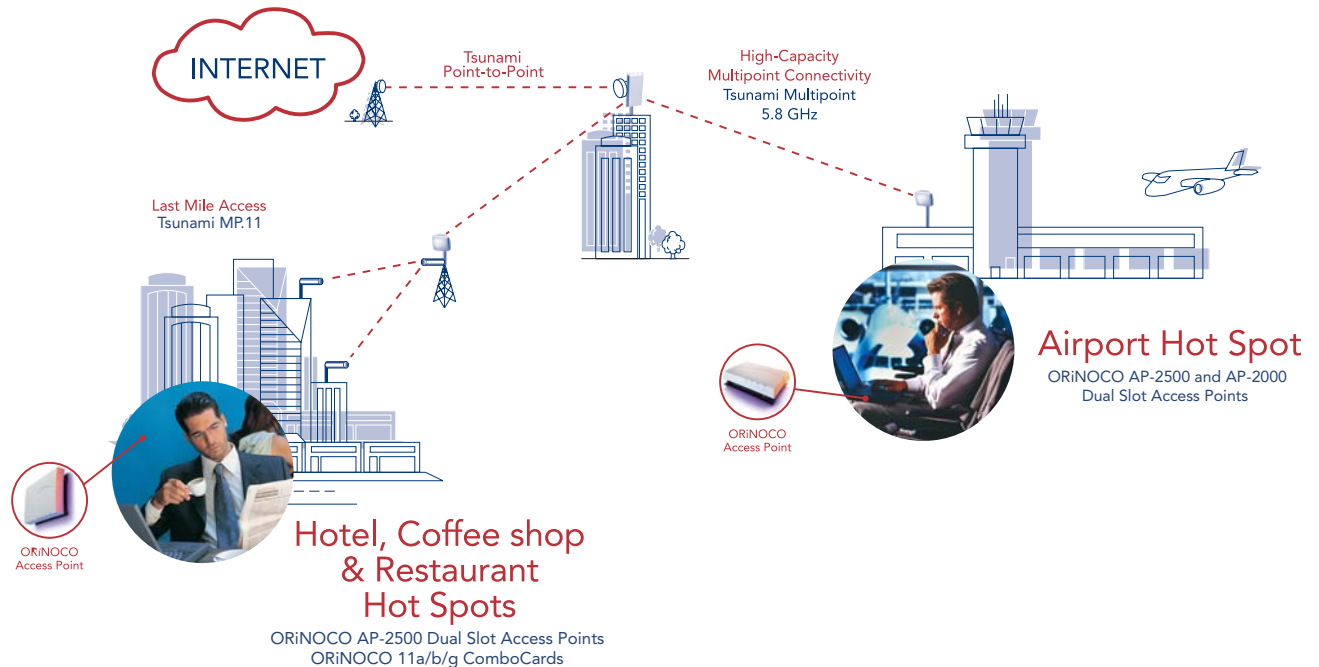
Public Internet access points – or, hot spots – are the “hottest” new customer attraction at retail outlets. This might be the thing to bridge the consumer/high-tech gap once and for all. Companies such as McDonald’s and Starbucks, along with airports and even new urban pedestrian malls, offer Wi-Fi in their stores nationwide. Setting up Wi-Fi itself is fast and lucrative – but that’s only half the equation. Sufficient high-bandwidth Internet connectivity to offer those in-store laptops is critical. Sort of like installing faucets inside a building, you also need the link to the city water supply outside the building. But leased lines are not necessarily available and affordable in all locations.

### The solution:

To enable consistent Wi-Fi hot spot service at all franchise locations, a service provider can use broadband wireless solutions nationwide. Without the expense of installing new cable to every location, wireless point-to-point (or point-to-multipoint) devices can be installed at each store, with broadband connectivity from the nearest point-of-presence. The unique advantage of working with Proxim is a complete wireless solution: wireless last mile equipment and “hot-spot-in-a-box” CPEs.

### The products:

- Tsunami MP.11
- Tsunami Multipoint
- Tsunami Point-to-Point
- Tsunami QuickBridge



**Proxim Corporation**  
935 Stewart Drive  
Sunnyvale, California 94085

tel: 800.229.1630  
tel: 408.731.2700  
www.proxim.com