



BridgeWave



Case Study PurDigital Media



PurDigital Media is the first Digital Services Provider in the United States to deliver data, video, voice, and public Wi-Fi services through a fiber infrastructure and common IP-based platform. Headquartered in Atlanta, Georgia, PurDigital today serves high density, multi-dwelling (MDU) residential and multi-tenant (MTU) commercial properties in the southeastern United States. PurDigital competes with the likes of Comcast and BellSouth in providing up to 100Mbps of symmetrical Internet access, Voice Over IP (VoIP) services, and 160+ channels of IPTV services for residential and commercial multi-dwelling units (MDU's).

CHALLENGE

According to Jason Michaud, PurDigital Media's CTO, "PurDigital is currently supplying services to 50 buildings, of which 90% are connected to a fiber backbone using 5.8GHz wireless radios. These radios often require external high-gain antennas in order to overcome the increasing 5.8GHz interference in the PurDigital footprint. The 2.4GHz spectrum is also so saturated that it is unusable. This increasing interference was costing PurDigital thousands of dollars per month in maintenance. PurDigital needed an economical wireless product that we could quickly deploy and would scale to support HD IPTV services that will require over 500 Mbps per MDU. BridgeWave's GE60 and GE60X products are our solution of choice. They provide robust, full-rate GigE capacity, that meet both current and future network requirements."

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- Jason Michaud,
CTO, PurDigital Media

SOLUTION



In order to provide these demanding VOIP and IPTV services PurDigital required a low latency solution and abundant bandwidth provided by BridgeWave's products. The narrow beam width and unique characteristics of the 60GHz spectrum ensures PurDigital can continue to deploy BridgeWave links throughout its network without interference, even with multiple links located near one another. With the addition of the longer range GE60X, PurDigital is now able to connect most of its properties without the interference issues of 2.4 and 5.8GHz links, and without incurring the costs of installing or leasing metro fiber connections.

Mr. Michaud is aggressively implementing the BridgeWave products that provide "a 12-24 month break even when compared to leasing fiber services and more efficiently enables us to deliver Internet services at a cost that is within our business model."

PurDigital used its own contracted installers to quickly install the BridgeWave products and benefited from the fully integrated outdoor design that eliminates additional weather sealing. PurDigital is able to install a link in two days, which includes site preparation, building wiring, installation and alignment of the link. PurDigital appreciates BridgeWave's excellent customer and technical support services and is assured of BridgeWave's long-term commitment. PurDigital was able to quickly deploy multiple links with the support of its preferred distributor; TESCO Technologies that was able to ship the same day from its extensive inventory of BridgeWave products. TESCO is one of BridgeWave's premier distribution partners supplying gigabit and fast Ethernet wireless solutions to service provider, government, military and enterprise markets.

CASE STUDY



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ABOUT PURDIGITAL MEDIA, INC.

PurDigital Media, Inc., is the first IP based Digital Services Provider in the United States to deliver data, video, voice, and Wi-Fi services via through a fiber infrastructure and common IP based platform. PurDigital serves high density, multi-dwelling (MDU) residential and multi-tenant (MTU) commercial properties in the southeastern United States. Headquartered in Atlanta, Georgia, more information about PurDigital can be found at www.purdigital.net.

ABOUT TESSCO

TESSCO supplies wireless communications and networking products and solutions to business professionals. TESSCO manages over 34,000 products from 350 manufacturers, at attractive prices, with guaranteed delivery. TESSCO helps streamline your supply chain inventories and total costs. Customers rely on TESSCO's valued-added services, technical support and world-class customer service to provide solutions. Contact TESSCO at 1-800-472-7373 or visit TESSCO online at www.tessco.com.

ABOUT BRIDGEGWAVE COMMUNICATIONS

BridgeWave Communications, Inc. is the leading supplier of gigabit wireless solutions. Setting the standard for product quality, BridgeWave employs Highly Accelerated Life Testing (HALT) during design and Highly Accelerated Stress Screening (HASS) during production to ensure the highest levels of product reliability and customer satisfaction. BridgeWave is an ISO9001:2000 registered company. For more information, please visit <http://www.bridgewave.com>.

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CUSTOMER:

PurDigital Media, Inc.

INDUSTRY:

Service Provider

RESELLER:

TESSCO Technologies
1-800-472-7373 | www.tessco.com

CHALLENGES:

- Supplying reliable delivery of data, video, voice, and public Wi-Fi services through a fiber infrastructure and common IP-based platform.
- Overcoming increasing maintenance costs due to previous 5.8GHz and 2.4GHz solution interference issues.
- Procure an economical wireless product that we could quickly deploy and scale to support future HD IPTV services.
- Reliability and costs were also concerns.

SOLUTION:

- BridgeWave's extended range GE60X solution.

BENEFITS:

- Ability to supply service to majority of PurDigital properties with low-frequency interference.
- Ability to deploy future links to extend service, even with radios in close proximity to one another.
- Avoid the costs of installing or leasing metro fiber connections.
- 12-24 month break even.

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