



BelAir Networks for Cable Operators

*Mobile broadband solutions to grow
your business now*

As a cable MSO, you're always looking for ways to be more competitive, to provide more services to your current customers, attract new subscribers and expand into new markets. Perhaps your residential business is being targeted by competitors. Maybe you look at your business services initiatives and see untapped opportunities to address high value vertical markets. Whatever your circumstances, you're likely considering wireless solutions.

BelAir Networks has been delivering cost-effective mobile broadband wireless solutions – indoors and outdoors, using licensed and license-free spectrum—to leading cable MSOs for years. And BelAir Networks mobile broadband solutions leverage both your existing cable plant and your back office infrastructure, making it faster and easier for you to deploy, operate and monetize your wireless network.

Residential competition heating up? Fire back with a hotzone

If you're trying to grow your residential internet business through increased subscribers and, of course, reduced churn, you know you need to offer a value-add that not only differentiates you with your customers, but is also difficult for the competition to duplicate. Enter the hotzone; Wi-Fi access available to your subscribers throughout your coverage area, providing a constant reminder of your differentiation. And, with BelAir Networks, the Wi-Fi networking equipment leverages your existing cable plant – whether aerial, pedestal, vault or cabinet – so you're up and running quickly with a service that your competition can't easily match.



The largest Wi-Fi networks in North America are built with BelAir Networks and the largest of all is comprised of community hotzones run by a leading cable MSO. ABI Research is forecasting that “shipments of Wi-Fi-enabled cellular handsets will double in volume by the end of 2010, compared to January 2008, and that growth curve is expected to continue through 2013” so Wi-Fi hotzones promise to get even hotter.

A massive opportunity in mass transit

According to the American Public Transportation Association (APTA), “Americans took 10.7 billion trips on public transportation in 2008, the highest level of ridership in 52 years”. That’s a big captive audience with both time and Wi-Fi enabled devices on their hands. BelAir Networks lets you capture that audience with mobile

broadband wireless solutions for both in-train and trackside infrastructure. BelAir Networks has cost-effectively addressed the mobility, coverage and backhaul challenges associated with providing mobile broadband services on high-speed mass transit vehicles. Already commercially deployed in trains, on tracks and at stations and yards, BelAir Networks products have undergone extensive vibration, shock, and bump testing to meet the demanding regulatory requirements of the railway environment.

While some mass transit agencies may choose to own and run their own wireless networks, many now opt for a managed service model, providing an excellent opportunity for cable operators to expand into this lucrative market. In addition to providing Wi-Fi services for commuters, cable MSOs can leverage the same wireless deployment to support mass transit operations including telematics systems monitoring the trains and

BelAir I00S and BelAir I00SX leverage aerial, pedestal, vault and cabinet stand for mounting, power and backhaul



tracks, point of sale applications for ticketing, and video security cameras and monitoring.

Business services for high value verticals

If you're in the business of Business Services, you'll want to extend Managed Wi-Fi Services to the hospitality, education, and healthcare markets and other enterprise campus environments. Managed Wi-Fi services are following a similar evolutionary path to SaaS and cloud-based computing. IT departments who were once concerned about divesting control, now acknowledge the business benefits of Managed Wi-Fi Services in terms of CapEx savings, productivity and future-proofing technology decisions.

BelAir Networks is deployed in world class hotels and resorts including Westin, Hyatt, Sheraton and W, college campuses and hospitals and in high-profile locations

including Lincoln Center in New York, the London Eye in the UK, and Dolphin Stadium in Miami. Whether you want to provide licensed or license-free access, or both, BelAir Networks Wi-Fi and WiMAX technology delivers industry-leading carrier-grade performance for seamless indoor and outdoor mobile broadband coverage.

Speaking of seamless

With features that include remote centralized management, standards-based tunneled connections, and automatic node configuration, BelAir Networks integrates seamlessly with the cable operator's back office infrastructure. This back office integration delivers huge OpEx savings, enables faster and easier deployments and reduces network commissioning and upgrade costs.



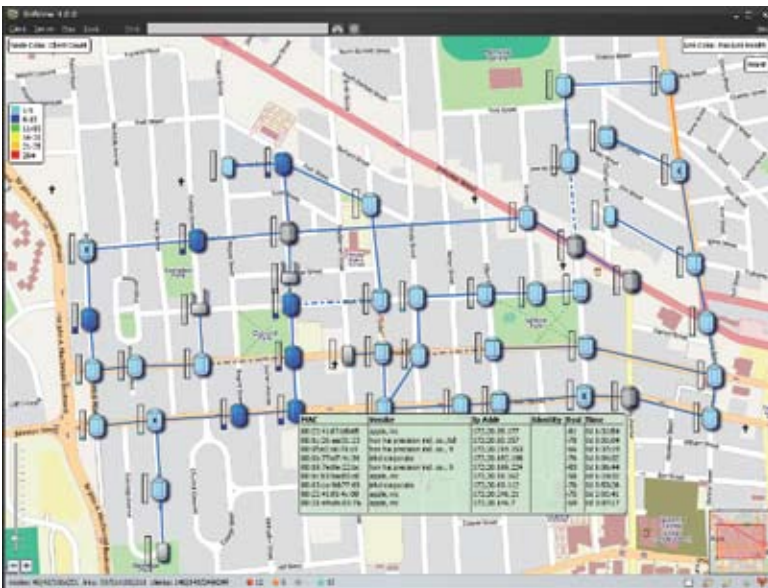
Of course, we don't just integrate with your back office. BelAir Networks products are optimized for deployment on existing cable infrastructure. With aerial plant, pedestal, cabinet and vault mounting options, you can leverage your cable investment to provide mounting, power and backhaul for your mobile broadband wireless network. This micro-cellular approach also provides better coverage, bandwidth and spectrum utilization while eliminating many of the time-consuming and costly issues associated with traditional macro-cellular tower and rooftop deployments, including site acquisition and provisioning of backhaul.

Location, location, location-based management

BelAir Networks innovative BelView network management system is a location based application platform effectively combining NMS with GIS-based mapping, GPS info and client statistics to maximize utility and minimize cost. BelView NMS scales to support up to 20,000 wireless nodes in a single network.

After all, when your mobile broadband wireless network is this good, it's bound to get bigger.

BelView NMS leverages GIS-based mapping, GPS info and client statistics



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