

# BEYOND WIRELESS

Trends Interesting Deployments Business Impact



## *How an Arizona wireless Internet service provider works with a rural power utility in Arizona to bridge the digital divide.*

- The Problem:** *Many rural areas in Arizona were having difficulties attaining affordable, high quality broadband Internet services despite major initiatives to bridge the digital divide.*
- The Solution:** *Canopy™ access points and backhaul solutions were configured to accommodate challenging topography in the Sulpher Springs Valley Electric Cooperative district. [www.twncorp.com](http://www.twncorp.com). [www.SSVEC.org](http://www.SSVEC.org). [www.motorola.com/canopy](http://www.motorola.com/canopy). [www.connectwithcanopy.com](http://www.connectwithcanopy.com).*
- The Result:** *Filling the broadband void, new and existing electric cooperative customers benefit from low prices and improved system performance.*

### Background

*TransWorld Network, Corp. (TWN) found that reliable and affordable broadband services are still not widely available in many parts of rural communities. TWN has therefore established business relationships with electric power associations and cooperatives across the US in order to provide broadband services to customers in underserved, rural areas. One such collaboration is with the Sulpher Springs Valley Electric Cooperative, Inc. (SSVEC) in Arizona. With the installation of Motorola's MOTOwi4 Canopy wireless broadband network, SSVEC members can now receive high-speed, fixed wireless broadband Internet solutions. Canopy access points and backhauls were deployed within the footprint of the power cooperative. The flexibility of the Canopy portfolio allows TWN to overcome difficult topographical challenges, such as forests and mountains. Remote access points have been installed on power poles, buildings, cellular towers and other structures. In addition, TWN is building a redundant backbone network using existing cellular and other towers. Total product offerings for SSVEC members include long distance telephone, conference calling services, web meeting services as well as dial-up and broadband Internet access services, web hosting and ancillary services. Customers have the added benefit of a toll-free help desk number. The partnership brings customers improved system performance and lower prices. Colin Wood, TWN chief executive officer, says cooperative members experience "improved system performance and lower prices" from previous alternatives.*

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**Beyond Wireless** is a mini case study that is intended to illustrate a unique deployment of Motorola's MOTOwi4 Canopy wireless broadband technology. Our goal is to highlight applications depicting the evolution of wireless broadband technology that connects people to people and people to devices.



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