

Ericsson enables video on ADSL in Regional Victoria

In August, a hotel in Ballarat (Victoria, Australia) deployed Ericsson ADSL for broadband Internet and Video over their existing copper PABX lines. For the first time in Australia, hotel guests can watch videos and/or use high speed Internet (at speeds up to 12 Mbps) seamlessly and automatically over standard ADSL2.

FreeGate Networks, an ISP specializing in business telecommunications, recently completed the installation of a high speed Broadband solution at Ballarat's Mid-City Hotel. With minimal cabling and construction work, the installation converted the hotel's existing private telephone network into a 21st Century always-on service for guests to access broadband Internet and video-on-demand.

Previously hotel guests made do with slow dial-up Internet and watched cable TV through the hotel's satellite service. In order to attract a stronger business clientele, the hotel management explored the use of broadband.

FreeGate estimates that the ADSL solution has saved the hotel up to 50% compared to conventional solutions that require installing new cabling for Internet and video. Even more important, this solution did not require a costly and lengthy cabling and construction phase during which the hotel would lose room availability and inconvenience guests.

Valery Krukov, Director for FreeGate Networks said: "Pulling new Cat5 cable for Ethernet and Coax for Internet and Video was too costly and invasive. Broadband on ADSL is a great alternative as it exploits the existing copper telephone lines, yet doesn't affect the existing in-house phone service."

Like most hotels and other businesses, Mid-City's telephone system consists of a PABX with its own private copper network; like a small scale version of the telco copper lines that lead to suburban homes and businesses. So it was natural to consider using standard ADSL on this private copper network; especially as the relatively short copper lines allowed ADSL to operate at full speed and deliver all the capacity needed for TV and Video-on-Demand.



Fig 1. Ericsson's Ethernet DSL Access (EDA), the world's smallest DSLAM.

FreeGate Networks provided equipment installation, and integration of the Ericsson micro-DSLAM's and other equipment. Ericsson is also contracted to provide 24/7 support with unique access to log onto the system from anywhere in the world to provide IT support whenever necessary.

Colin Goodwin, Broadband Market Development Manager for Ericsson Australia said: "Everywhere around us there are hotels, resorts, factories, mines, and campuses which are already wired with copper cables. Now this copper can be equipped to provide high-speed connections for IP carrying data, voice, video, telemetry, and whatever-else the business needs!"

Ericsson's Ethernet DSL Access (EDA) product range is remarkably compact (See Figure 1) and cost-effective. As it is Ethernet/IP-based, it is much simpler and cheaper to use in an enterprise or LAN environment than the old-style ATM-based DSLAM's. But it is still standard ADSL and inter-works with the enormous range of ADSL modems, routers, Wireless LAN access points, and Integrated Access Devices (IAD's) that are available today.

Ericsson is shaping the future of Mobile and Broadband communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world. Read more at <http://www.ericsson.com/press>

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