

WRBB announces wireless broadband service for rural areas

Submitted by: WRBB (Wireless Rural Broadband)

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WRBB announces Sunshine, a High-Speed Wireless Internet Service

Stamford based WRBB (wrbb.net) today announced its Wireless Rural BroadBand service - Sunshine.

Sunshine is based upon existing and proven WiFi technology and will give subscribers two-way access to the Internet at speeds of between 10 Mbs and 54 Mbs (depending upon signal strength) at costs comparable with broadband and cable services.

Initially, Sunshine will be focused on delivering Wideband connectivity to businesses and consumers in rural/suburban areas where BT will not provide ADSL via the local telephone exchange. In addition, users in ADSL-enabled areas, where the bandwidth requirement is greater than can be provided by ADSL, may benefit from the power of Sunshine. Extremely competitive leased-line equivalent services will also be available for high-demand users.

Coverage will commence in the Peterborough and Stamford areas but the company has ambitious growth plans aimed at a national service within 18 months.

Packages are to be charged on data throughput, not the speed of the connection. The cheapest subscription package starts at £10 a month for a domestic user, and is suitable for email and light web surfing.

Sunshine subscribers will benefit from clearly defined service level agreements and quality of service guarantees.

Users can choose a subscription-based or a pay-as-you go plan.

Subscription plans work like many cellular telephone service plans, with unused data rolled over into the following month, and additional data over the inclusive amount charged for separately.

The minimum contract term will be one month with no set-up fees, giving users further flexibility and choice.

Pay-as-you go accounts are designed for visitors and travellers that won't be requiring Sunshine long-term, for those unable to pay by credit/debit card or direct debit, and where parents want to prevent unexpectedly high bills!

From a business perspective, Sunshine is suitable for SMEs, SoHo, tele-workers and remote Virtual Private Networking (VPN) to corporate offices.

As well as the usual Internet benefits, Sunshine may be used for streaming media, video conferencing, security cameras, online gaming, Internet telephony, server hosting, and remote control. WRBB is already in negotiation with content providers to add a range of high quality entertainment to the Sunshine

service.

WRBB's Sales and Marketing Director, David Acton, said about the service: "The desire for Wireless Rural BroadBand was born in late 1999, from the frustration of needing fast Internet access on a farm. Even with dual-channel ISDN, bandwidth was always a limiting factor, as was the cost of phone calls. From this the vision of WRBB as a service to rural and suburban areas out of reach of broadband, being run as a commercially viable business without the support of grants from the taxpayer or the EC, was developed."

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