

## WRBB publishes Sunshine wireless wideband tariffs

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Stamford based WRBB (<http://wrbb.net>) has published prices (<http://wrbb.net/servicePlans.html>) for its Sunshine range of high speed, wireless wideband services. The charges are based upon the volume of data transferred by the user rather than the more familiar "speed of connection" model. The tariffs are set in bands for domestic, SME and "Enterprise" customers. Domestic tariffs range from £10 per month for an occasional user to £44 per month for a power user, with no set-up fees. SME subscribers may choose tariffs from £60 to £100 per month whilst enterprise customers may select the Virtual Leased Line service starting at £109 per month and scaling up dependent upon requirement. All subscription customers have the option to exceed their chosen tariff and an automated tariff adjustment facility will be available, to ensure the customer is always on the most effective tariff.

Subscription customers have the option to pay by credit card or direct debit, or to pre-pay. Pre-pay customers cannot use more data than is left in their account.

In addition to the subscription-based service there will be a pay-as-you-go option. Pay-as-you go accounts are designed for visitors and travellers that won't be requiring Sunshine long-term,

As with some mobile telephone charging models, subscribers will be able to "roll over" unused data from one month to the next (subject to the company's terms and conditions).

Initially, Sunshine will be focused on delivering Wideband connectivity to businesses and consumers in rural/suburban areas where there is no ADSL service 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.

Coverage will commence in the Peterborough and Stamford areas, with a national network planned to be in place by 2005.

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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