

Paint Factory Colors Communications in Motorola Wireless

Saudi Arabia



Customer

Al Jazeera Paints, established in 1979, is the leading and most-recognised paint factory in the Kingdom of Saudi Arabia. With branches in almost every city, the company is the largest producer of paints for commercial, industrial and residential markets as well as the arts. In addition, Al Jazeera specialises in interior and exterior design. Its head office is based in Khamis Mushayat.

Solution Provider

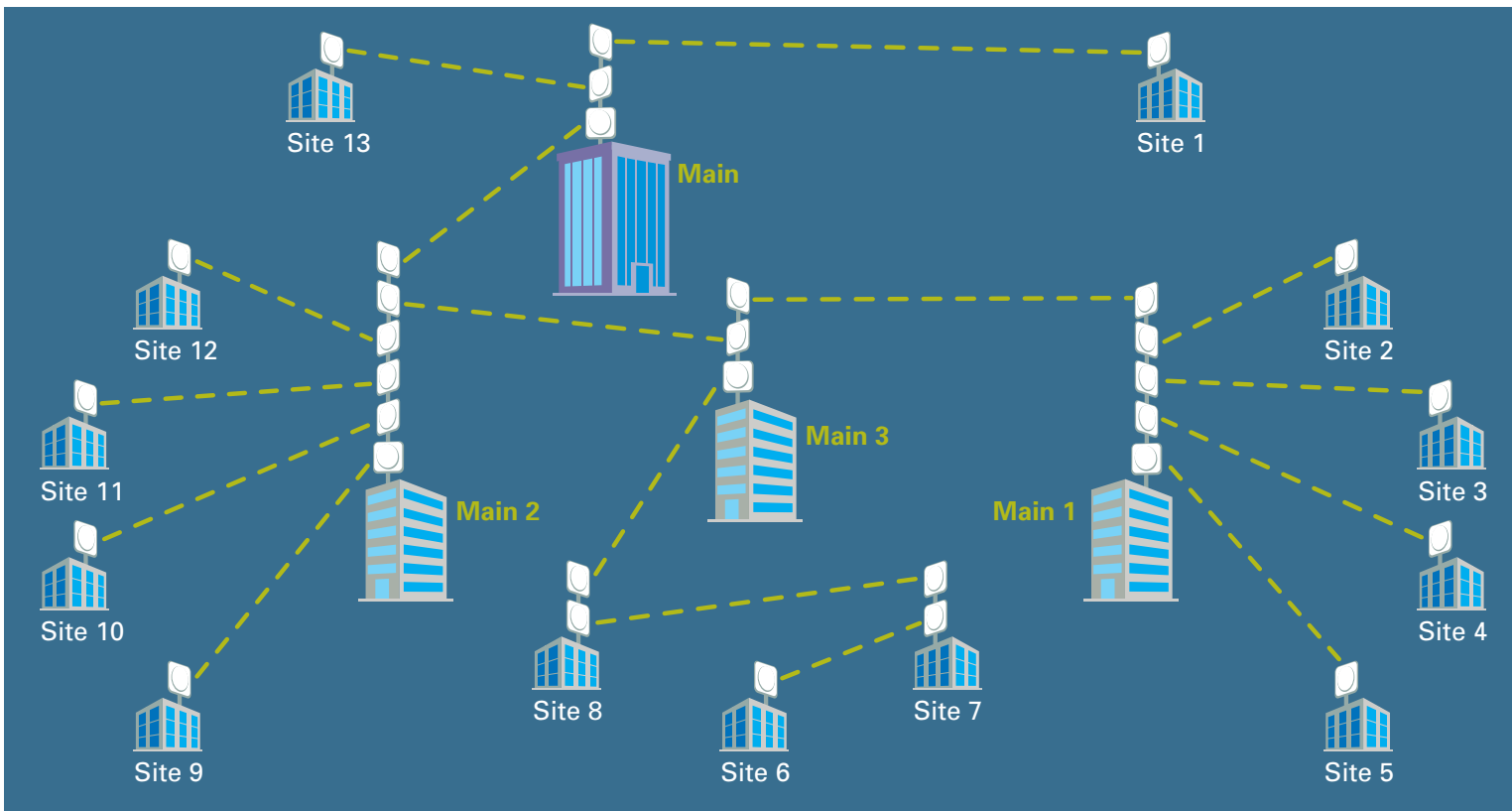
Information Management Technologies, Al Suwaidi Group (IMT) is a well-known solutions provider for network communications, security and ERP applications. Among its customers are the largest financial institutions, telecoms, ISPs and utilities in Saudi Arabia. In particular, the communications division has been a leading wireless solutions provider for more than six years. Familiar with various wireless technologies, the division's main focus is to provide wireless broadband services, WiMAX, WiFi, E1/T1 connectivity over wireless and microwave transmissions.

The Situation and Challenge

Al Jazeera needed to connect its 16 branches to its headquarters in Khamis Mushayat, at distances that ranged from nearly 3 km (nearly 2 miles) to 28 km (17 miles), with data rate connections from 10 to 60 Mbps or more. While some sites were connected over leased lines, most of the sites had no connectivity to headquarters because Saudi Telecom (STC) service was not available or the data rates were not adequate. Communications between the cities of Khamis Mushayat and Abha (located at the farthest distance) presented geographical challenges, as they lie on hilly terrain, creating near- and non-line-of-sight situations. Thus, Al Jazeera required a wireless solution that could simultaneously overcome NLoS and deliver high data rates.

Technical Requirements

- Connectivity from each of 16 branches to the head office
- Secure, high-speed, high-bandwidth connections
- Remote monitoring from the head office for each location
- High-speed connection for an IP camera to deliver videoconferencing
- Accommodate growing bandwidth requirements



Deployment Details

IMT deployed Motorola Point-to-Point Wireless Ethernet Bridges – 400 and 600 Series with integrated antennas from each branch office to one of three termination points, and from the three termination sites to the head office, at varying distances up to 28 km (17 miles). The three termination sites were chosen because they have clear line-of-sight to Khamis Mushayat. Three other sites also have LoS, while the rest have nLoS or NLoS. At the warehouse of each of the 16 branch offices, an IP camera was installed for monitoring and videoconferencing.

The Results

After fine-tuning the radios at some of the most challenging sites, the Motorola PTP 400 and 600 Series solutions delivered the required high-bandwidth connectivity at every location, even in the NLoS environments. In addition, IMT demonstrated to Al Jazeera that the wireless signals remain safe over the air. Based on these results, Al Jazeera reports an “amazing” return-on-investment and highly satisfactory performance.

At the time of this installation, the products deployed were the Orthogon Systems OS-Gemini and OS-Spectra point-to-point wireless Ethernet bridges. With Motorola’s acquisition of Orthogon Systems, the OS-Gemini products were renamed as the PTP 400 Series bridges and the OS-Spectra products were renamed as the PTP 600 Series bridges. They are now part of Motorola’s **MOTOwi4™** portfolio of innovative wireless broadband solutions that create, complement and complete IP networks. Delivering IP coverage to virtually all spaces, the **MOTOwi4** portfolio includes Fixed Broadband, WiMAX, Mesh and Broadband-over-Powerline solutions for private and public networks.

MOTOwi4™

“The Motorola PTP bridges have proved their superiority over any other product to deliver the required results in challenging geographical locations.”

~ Sayed Faisal Shams, Project Lead & Head of IMT Communications Division

Why Motorola?

- The PTP 400 and PTP 600 Series solutions deliver high-bandwidth connections even in NLoS conditions
- The on-board software and audio signal made it easy to deploy
- Self-managing operation allows easy remote monitoring

About Motorola

Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by our vision of Seamless Mobility, the people of Motorola are committed to helping you get and stay connected simply and seamlessly to the people, information, and entertainment that you want and need. We do this by designing and delivering “must have” products, “must do” experiences and powerful networks – along with a full complement of support services. A Fortune 100 company with global presence and impact, Motorola had sales of US \$36.8 billion in 2005. For more information about our point-to-point products and services, visit our website at www.motorola.com/ptp.



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