



## CUSTOMER TESTIMONIAL

# AMR Interactive Bridges the Divide with Wireless



### Company Profile

AMR Interactive is an Australian leader in market research, offering a full range of research services to business and government, from employee and customer satisfaction studies through to concept testing, pricing, advertising effectiveness and brand equity studies.

### Situation

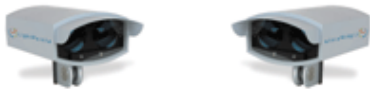
To link its communication network between its two major Sydney sites, AMR Interactive fired “fibre” through the air with laser technology to overcome the financial and physical restrictions of laying cable.

### Solution

A LightPointe Free Space Optics bridge provides up to 155MB/s of full duplex bandwidth to carry light speed network services while providing the ability to easily deploy voice services between the buildings later. With uptime of 99.999% the AMR LightPointe is resistant to almost any harsh weather condition.

### Benefits

“The laser link provides us with the bandwidth we require at a fifth of the cost of laying cable. It is resistant to the whole range of weather conditions and will provide us with a flexible solution if we ever relocate offices.”



### Benefits

“The FlightLite Laser Link will have paid for itself within a year. Our IT Team can now concentrate on providing the best service, and not worry about WAN infrastructure issues. Our company directors are happy because we haven’t spent the money on a ‘hole in the ground’ and have acquired technology that is fast, flexible and movable. We are extremely happy with the entire experience” said Nathan Tegel.

### Challenge

Having just acquired a new office 450m from the Sydney HQ but in direct line of sight, AMR were presented with a problem of integrating the new building’s communication network into the existing network infrastructure. Three options were proposed, lay a dark fibre in the street, lease a dedicated line or install a LightPointe Free Space Optics (FSO) data link. “Laying fibre in the street was financially prohibitive” says AMR’s Information Systems Manager Nathan Tegel. “We needed a high speed communications link to extend services to the new building that was going to be cost effective and future proof”.

### Solution

Using leading edge technology, LightPointe’s FlightLite 155 Free Space Optics bridge delivered 155 Megabits per second of full duplex bandwidth at a fraction of the cost compared to the cabled alternative and enabled a low latency network with less than 12-month return on investment.

### Deployment

“A common misconception is that FSO bridges are unreliable” says Simply Wireless Systems Engineer Andrew O’Brien, only because a number of deployment considerations must be taken into account to ensure the FSO bridge performed as expected, “We carefully consider all of these factors to ensure we build a reliable and dependable link that meets our customer’s expectations and performance standards”. Such factors include secure mounting points, building sway, heat scintillation, adequate signal fade margins, OH&S requirements for installation and maintenance and whether patterns.

For more information contact Simply Wireless on 1800 888 166 or [www.simplywireless.com.au](http://www.simplywireless.com.au)

