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Tasmanian Electronic Commerce Centre Pty Ltd

MEDIA RELEASE

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ATTENTION: News Directors, Chiefs of Staff

NEW WIRELESS TEST BED LAUNCHED ON HOBART WATERFRONT IN TIME FOR THE SUMMER FESTIVALS

The CEO of the Tasmanian Electronic Commerce Centre (TECC), Mr John McCann, welcomed today's launch by Minister Lisa Singh (Minister for Corrections and Consumer Protection; Minister for Workplace Relations and Member for Denison of the Hobart Wireless Waterfront project).

Mr McCann said "wireless technology now allows significant bandwidth to be cost effectively delivered to a wide range of fixed and mobile users."

"The Sullivans Cove/Salamanca waterfront precinct was selected because it provides access to a cross section of many of the community, business, and lifestyle characteristics that exist across several locations around the State as well as being an ideal venue for trialling potential telecommunications applications, services and devices to mobile digital devices.

The trial, which is being sponsored by the Department of Economic Development and the Arts and being managed by the TECC, will run for 18 months and will provide a valuable body of learnings to assist with the future deployments of wireless across regional and metropolitan Tasmania.

"This is the first stage of range of future digital trials that may see WiFi extended across the whole waterfront and the emerging 4G technology of WiMAX introduced, which would see the Hobart waterfront become the country's first 4G wireless test bed."

Mr McCann acknowledged the role of Premier David Bartlett, whose interest and support were vital in allowing the project to develop in the planning stages.

Mr McCann also acknowledged local organisations who had assisted in the project, such as Tasports, Tourism Industry Council, Hobart City Council, Department of Justice, Hobart Travel Centre, Tassal, TMAG, Salamanca Arts Centre and Salamanca Traders Association. The TECC will be working closely with government and industry bodies over the life of the project.

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Tourism Industry Council CEO Mr Daniel Hanna also commented on the benefits of the project .

“Tasmanian tourism businesses are leading the way with their take-up of digital and online production distribution. This project, combined with Tasmania’s head start in high speed broadband, places Tasmanian tourism well to lead the nation in embracing new technology.

Visitors to Tasmania are becoming more and more technologically savvy, the wireless waterfront project is an ideal way to provide visitors with the access and information they need to make their stay in Hobart a more satisfying one.” said Mr Hanna

TECC CEO Mr McCann commented further:

“While the technology is becoming more reliable and cheaper to deploy, the real learnings will be in how to capture the benefits for the Tasmanian community and to enhance potential opportunities for involvement, interaction and innovation using a technology that’s rapidly becoming identified as one of the defining characteristics of emerging intelligent and innovative cities worldwide.”

Mr McCann agreed with Minister Singh that the 18 month project was an important stage in gaining learnings during the upgrade of the State’s digital telecommunications network in association with the NBN optic fibre rollout. A primary outcome would be an understanding of the content and services being sought by Tasmanian consumers and visitors alike.

“The project will also play an important role in supporting the ongoing physical redevelopment within the Hobart waterfront, by allowing wireless broadband connectivity to assist in the development of future applications to support new and innovative ways for the tourism, hospitality, retail , culture and heritage sectors to engage with visitors and locals alike” said Mr McCann

Project Technical Information

The WiFi network was installed by Tasmanet Pty Ltd, a Tasmanian owned and operated carrier, that was chosen to commission and manage the Hobart Wireless Waterfront network, along with Tasmanet business partner IBM Australia. As a sign of commitment to Tasmania, IBM Australia have supplied the core server infrastructure for the project. The network is an intelligent WiFi solution using the Ruckus Smart WiFi mesh technology, providing strong performance and functionality.

Performance features of the Ruckus Smart WiFi technology include:

- Patented antenna technology giving further reach whilst delivering more reliable connectivity. Fewer 'dead' spots.
- Intelligent optimisation selects the best performing path, highest quality signal and optimum data rate for a user connection. Actively manages the risk of network congestion at peak locations or times.
- Intelligently re-focuses WiFi signals towards a client, and provides seamless transition between Access Points.
- Automatic sensing of transient interference and automatic re-direction of signals to ensure high availability.
- Support for 802.11 a, b, g and n WiFi enabled devices.

Bandwidth speed for internet connectivity within the project wireless footprint is 2Mb symmetrical for users, with internal wireless bandwidth rates suitable for creative media applications such as video streaming.

For further information, Mr John McCann is available for comment or questions on Ph 0419 322 551 or email at mccann@tecc.com.au

NOTE TO EDITORS:

Minister Singh and CEO Mr John McCann will be present in Salamanca Square near Smolt at the 11.00am launch of the project and to talk to the media. Local software developers and industry representatives will also be in attendance.