

UNWIRED

Cork Telecommunications company Amocom has built a wireless communications network serving 80% of the greater Cork metropolitan area. They have a number of home users, but predominantly serve the business community. Amocom's primary focus is on the quality of service and reliability of the network. Throw in a commitment to response time on queries plus a speedy turn around time from contract to connection, and Amocom is proving to be a popular choice in the world of broadband supply.

Once a business moves to broadband, the internet quickly becomes an integral part of their business processes. Says CEO of Amocom, John O'Hare, "I view broadband as simply an enabler, similar to electricity of the last century. Light and heat were the two predominant applications for electricity, just as email and browsing are to broadband. Broadband is the electricity powering the 21st century – essential to the growth of GDP. Wireless is the vehicle that enables rapid delivery of undiluted communications power from the national backbones into businesses, schools and homes."

Amocom was the first company to 'bridge the last mile' in bringing the advantages of the Cork Metro Ring and National Fibre backbone to their customers. Says O'Hare, "Our network was developed and built out over the past eighteen months in anticipation of this national infrastructure. Using wireless technology, within 2 hours of getting access to the Smart node at the NSC, we had our initial block of customers switched over and reaping the benefits of this national investment. None of these customers were physically located 'on' the ring. Our wireless network enabled access to it." Before the Metro Network came along, Amocom were using eircom via the



↑ Dermot Ahern TD, Minister for Communications, Marine and Natural Resources with John O'Hare, CEO, Amocom in the National Software Centre, Cork.



BROADBAND IS THE ELECTRICITY POWERING THE 21ST CENTURY – ESSENTIAL TO THE GROWTH OF GDP

National Software Centre and MCI WorldCom via their POP in Mahon. There have been cost savings since taking up the Metro Network, but from O'Hare's perspective this is not the most critical factor. "It is the ability to readily turn-up the bandwidth which in turn allows us to deliver the true value of the Amocom network to our customers. A process that took months before now takes hours."

O'Hare himself is an entrepreneur about town. He was previously Principal Staff Engineer with Motorola before striking out on his own. Says O'Hare, "While working in the international cellular industry in 2000/2001, it was becoming clear that bandwidth was a fundamental requirement to enabling the next set of cellular applications and services. At that time wireless LAN was an emerging technology with the potential to deliver on that requirement. We have since seen the rapid adoption of wireless wide area networks. It is a

space of tremendous opportunity."

O'Hare is a native of Cork, is married to Denise and lives in Ballintemple. Having done extensive travelling during the 90's, he always viewed Cork as home. Says O'Hare, "An excellent set of entrepreneurial supports are available in the area e.g. the Genesis Enterprise Programme, NSC, CCEB, CorkBIC, CIT, UCC and EI. Amocom Net has rolled out a comprehensive network delivering value communications services to an extensive base of businesses (and home offices) in the greater Cork area."

O'Hare says that the biggest reward is the positive feedback from customers and the diversity of the customer base. "We have ultimately made a difference to Cork. But this is only the beginning."

For more info please visit www.amocom.com

GAMES ON THE GO



They say that a bird in the hand is worth two in the bush but when it comes to Java games you can have dozens in your mobile phone, all ready to play.

Founded in 2002 and based in Cork, by five experienced Wireless Network professionals, Selatra is exploiting this emerging global mass market. The company publishes Java mobile games for the world market. Since launching a managed service in January 2003, Selatra has successfully partnered with some of the best Java game developers worldwide, developing best of breed games and taking them to new markets, from Stockholm to Sydney. Selatra are a one stop shop for any business looking to exploit the new opportunities mobile gaming offers.

Selatra offers the following: An industry leading fully tested games portfolio that is regularly refreshed with the latest games. An outsourced games validation service for developers and operators alike, using the latest handsets. A team of dedicated and seasoned professionals focused on mobile gaming.

A ready to roll managed service that requires zero capex spend to implement on a revenue share basis. Rapid new revenues from existing network customers. A good means of attracting new customers to the value added service.

The company is serving games to over 30 countries throughout the world and planning further expansion in 2004. Looks like the game is afoot for Selatra!

amocom
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Broadband with Service

wireless broadband

REACH
Extensive coverage of Cork city, it's suburbs and surrounding business parks.

SERVICE
Rapid turn around from contract to connection, ultra-fast response time to enquiries.

SPEED
Synchronous data connection. Ideal for VPN.

RELIABILITY
Dual upstream connectivity for greater resilience.

FLEXIBILITY/SCALABILITY
Flexible data/contention rates to cater for every requirement.

AFFORDABILITY
Ideal as a replacement for ISDN or leased line data at a fraction of the cost, multiple of the speed.

INNOVATION
Delivering service through innovation. First to provide wireless broadband in Cork. First to provide wireless bridge from Cork Metro Fibre Ring direct to our established customer base.

Amocom Net,
NSC,
Lough Mahon Tech Park,
Cork.

For further information please visit www.amocom.com

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