Those who attended the WISPAPALOOZA Keynote session yesterday in a packed Amazon Ballroom were asked to put aside for a moment all the technology, spec sheets and smart boxes found on the expo floor to consider another important element to running their businesses: people, or better yet, the importance of interpersonal relationships to effective leadership. Acclaimed speaker and author, college professor and coach, Jack R. Christianson discussed some of the elements of his latest book, *Frogs Matter Most*, a parable about a frog that teaches two businessmen how to take the personal and professional leadership leap, co-authored by inspirational speaker Ron M. Tracy.

“Relationships are more important than issues,” said Christianson, “but issues still must be resolved.” And therein lies the dilemma for many business owners and managers. How do we deal with bottom-line issues, while at the same time effectively motivating, training and mentoring employees and future leaders. After all, “Happy employees are better for business,” Christianson reminded us.

Much of the matter comes down to a balance between being a manager and a mentor, he suggested. Managers, he said, who see themselves only in that role, typically are good at getting bottom line things done, but without much regard for how happy employees are about coming to work every day. They often focus on the things employees do wrong rather than helping people, and often “snoop-pervise” rather than supervise.

(See Keynote Story, page 4)
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A mentor, meanwhile, cares mostly about teaching and nurturing people; they are good at motivating, supporting and building loyalty, but often without much concern for the bottom line.

An effective leader, on the other hand, “is one who can do both,” said Christianson.

“You’ve got to reach the bottom line. That is how you stay in business,” he continued. “All of you who own your own business know that is paramount. But you must be able to help people, and that is where leadership comes in.”

So how do we find that leadership balance?

Christianson quickly cruised through the “15 Leadership Characteristics” defined in Frogs Matter Most, but much can be boiled down to three simple concepts. First is “integrity,” which Christianson defines as “doing the right thing even when no one is watching.”

Second is “respect,” which includes respect for the qualities, traits and accomplishments of others and their right to have and express an opinion (even if the CEO doesn’t agree).

“Everyone is your superior in at least one way,” said Christianson, speaking to both of those points.

Thirdly is “loyalty,” which must be earned. Here Christianson cited a quote from Clarence Francis, former Chairman of the Board at General Foods Corp.:

“You can buy a man’s time, you can buy a man’s physical presence at a certain place, you can even buy a measured number of skilled muscular motions per hour or day. But you cannot buy enthusiasm, you cannot buy initiative, you cannot buy loyalty; you cannot buy the devotion of hearts, minds, and souls.”

As much as anything, Christianson advised aspiring leaders in the audience to practice “emphatic listening.” That includes removing all distractions (including cell phones), maintaining attention and eye contact, refraining from interrupting or injecting, and clarifying by asking open-ended questions. Indeed, before taking action or criticizing employees, Christianson said good leaders will gather information and clarify by asking open-ended questions and listening intently to the answers.

Emphatic listening also means listening to people from all levels of the organization, he said. “Imagine how many conversations around the water cooler or coffee pot could be valuable to the CEO.”

I heard that. ☀

AmCom Solutions to Enter Retail Market

AmCom Solutions, a leading telecommunications solutions provider, will be selling technology products through its new online store that is scheduled to be launched by January 2018. As a certified solutions provider for the major carriers such as AT&T, CenturyLink, Spectrum and others, adding products that require voice and data connectivity is a natural fit for this new company segment.

AmCom will sell a variety of products to meet just about every industry need, such as two-way push to talk phones; large and small-scale projectors; a variety of handheld, lavalier, and ceiling-mounted microphones for conference rooms, stadiums and convention centers; as well as security cameras and more.

“AmCom is growing at a phenomenal rate. We want to continue to offer products that are ancillary to our core service of providing internet connectivity to not only WISPs but every business that needs hardware, which require connectivity and/or voice solutions,” said Scott Fairbairn, President of AmCom Solutions. “We are excited to launch our online store that will allow us to be our customers’ go-to partner for a total equipment and connectivity package.” ☀

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Ritalia Funding, Booth #433

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And the winners are …

Wednesday evening in the Amazon Ballroom, WISPA held its Annual Awards Dinner, honoring several member companies and individuals for their achievements during the last year. Congratulations to all the 2017 winners.

The awards nominated and voted on by WISPA members include:

- **Operator of the Year**
  - Prairie Hills Wireless

- **Product of the Year**
  - Cambium Networks

- **Distributor of the Year**
  - Streakwave

- **Manufacturer of the Year**
  - Cambium Networks

- **Service of the Year**
  - Cambium Networks

The awards nominated by members and selected by the WISPA board include:

- **Triumph Award**
  - GTEK Wireless

- **Volunteer of the Year**
  - Nathan Stooke

- **Visionary Award**
  - Alex Phillips

Several individuals also were acknowledged with the prestigious President’s Award of Excellence. In recognition of consistently “Doing More Instead of Less” and upon the recommendation of previous Award of Excellence winners, WISPA acknowledged the dedicated service of the following:

**2017 President’s Award of Excellence Recipients**

- Alex Phillips
- Elizabeth Bowles
- Jimmy Carr
- Jeff Kohler
- Keefe John
- Matt Larsen
- Mark Radabaugh
- Richard Bernhardt
- Steve Coran
- Tasos Alexiou
- Trina Coffey
- Tom Innes

**SAF Saves You $1,000**

As a WISPAPALOOZA 2017 promotion, SAF is offering a $1,000 discount on an Integra GS 2+0 link. Orders must be placed with a SAF channel partner by November 30, 2017 to qualify.

The offer comes with a five-year warranty, carrier-grade design build, redundant network protection, maximize link budget, GBPS full duplex, local support, and next day replacement is available.

Stop by SAF booth #443 to learn more.
Advanced Simplicity With Powerful Functionality in Business Communications

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Cambium Networks, a leading global provider of wireless networking solutions, yesterday announced new connectivity solutions to enable network operators to meet the rapidly growing demand for streaming video and high throughput.

“Internet connectivity is essential for the modern household,” said Daryl Schoolar, Principal Analyst, Ovum. “Operators’ wireless access networks need to provide support for more than just a high-speed data connection. These networks need to support various consumer applications with streaming video being at the forefront.”

“Cambium Networks continues to invest in developing connectivity solutions that extend and enrich the ‘wireless fabric’ network,” said Atul Bhatnagar, President and CEO of Cambium Networks. “Our latest developments provide affordable, reliable connectivity to extend connectivity to new areas and distribute signal to multiple locations and also provide complete indoor and outdoor Wi-Fi access.”

With up to 1.36 Gigabit throughput capacity, the PTP 550 provides the capacity that network operators need to connect more subscribers and reach new market opportunities, said the company.

“The PTP 550 is a complete solution,” said Scott Imhoff, Senior Vice President of Product Management at Cambium Networks. “Spectrum is a precious commodity and the non-adjacent asymmetric channel aggregation capabilities of the PTP 550 efficiently consolidate limited blocks of spectrum to deliver the capacity demanded by advanced network operators.”

Cambium’s LINKPlanner software provides free network planning solutions tailored to the exact source and destination points on a Google Earth map, said Imhoff, and onboard dynamic spectrum optimization enables the link to monitor performance in real time and automatically make adjustments to maximize throughput.

The ePMP Force 300 provides up to 500 Mbps headline data rate at an affordable price point. The new 802.11ac wave2 subscriber module operates in the unlicensed 5.1-5.9 GHz frequency band and has a 25 dBi reflector antenna to support long-range connectivity.

“With the Force 300, network operators can continue to benefit from the industry proven ePMP platform and provide cost effective high-speed connectivity for various point-to-point applications and eventually as a subscriber unit for a point-to-multipoint network,” said (See Cambium Story, page 9)
Unified communications provider Bicom Systems announced version 3.0 of its Cloud IP Services Delivery Platform for WISPs at WISPAPALOOZA this morning. SERVERware 3.0 is a redundant, scalable platform dedicated to cloud telephony services.

"SERVERware is the only virtual server platform on the market that is dedicated to communications," explains Bicom Systems developer Faruk Kasumovic. "This new release makes it even more powerful and functional to support any volume or kind of communications."

Among the many changes to v.3, the underlying virtualization technology has been updated to LXC (Linux Containers) for a more powerful and smooth experience, while network storage is now shared to achieve the high availability of hosted virtual services. In other words, the new release no longer relies on VPS duplication.

Now available in three editions, Bicom believes version 3.0 will be a better fit for individual partners. It is available in a standalone, mirror, or cluster edition.

What's more, the SERVERware interface and dashboard have been updated to offer more information and efficiency, while domains were introduced as a logical group of physical resources, users, and virtual servers. This helps to define the administrative boundaries for management of virtual private servers.

A new built-in backup features provides a solution for VPS data recovery in case of system failure or error, and a Continuous System Monitoring module watches physical and virtual resources and triggers an alarm if something goes wrong. Meanwhile, a statistics module collects data about host resource usage and VPSs. Data is archived and can be viewed in the new GUI.

Bicom Systems is doing free demos of SERVERware 3.0 – plus its six other UCaaS products for WISPs – at WISPAPALOOZA booth #120.

Cambium Networks is demonstrating its solutions at WISPAPALOOZA booth #249.
MID- ATLANTIC BROADBAND DEPLOYS ADAPTRUM TO EXTEND INTERNET ACCESS TO STUDENT'S HOMES

Mid-Atlantic Broadband Communities Corporation (MBC) is a middlemile provider in Virginia. Since its founding in 2004, MBC has focused its mission on promoting economic development and bridging the digital divide in rural communities across Virginia.

As instructional methods and technologies advance to include online learning and digital resources, access to internet has become a vital part of every child’s education. To address this need, MBC’s backbone currently provides fiber connectivity to 159 schools giving students in the region access to the high-speed internet during school hours. However, many students in this rural area lose vital access to online educational material when the school day ends and they head home. This “homework gap” puts students at a disadvantage compared to peers in urban areas where broadband at home is readily available and affordable.

To address this important problem, MBC, in partnership with Microsoft, launched a program to provide free internet service to student homes over the largest deployment of TV White Space (TVWS) to date in the United States. With rural populations, hilly terrain, and an abundance of trees, TVWS provided a broadband technology that could economically extend the broadband connection at the school to reach many of the surrounding homes that lacked affordable internet.

After evaluating and piloting various equipment options, MBC selected Adaptrum’s TVWS solution based both on the performance and reliability of the TVWS network as well as Adaptrum’s focus on innovating to further improve coverage and speeds to connected families.

The first phase of the program has been launched in two counties, in partnership with Halifax & Charlotte County public school districts, which both have a general lack of widespread affordable broadband options. The first phase of the network is comprised of 18 sites each with typically three sectors using Adaptrum High Power Base Station radios. Providing long-range none-line-of-sight coverage from school and tower locations, the network can reach over 1,000 homes, which will receive internet using Adaptrum's ACRS2.0 client radios. With Adaptrum radios reliably providing both the necessary coverage and speed, MBC Director Jeremy Satterfield said, “The functionality of the equipment has been pretty steadfast.”

The Adaptrum team worked closely with MBC to understand the unique topography of the region and to determine the best solution for reaching as many homes as possible. Commenting on the project, Jeremy Satterfield said, “Adaptrum has been a tremendous partner as we look at closing the homework gap in Virginia. Not only have they provided key guidance on using TVWS wireless, but have worked closely with us to ensure the best service to student homes.”

The TVWS connectivity immediately provided a positive impact. The very first installation went to a family of three children whose mother was a teacher. Before receiving the system, all four had to spend many evenings at school or libraries in order to get online to complete assignments. After receiving TVWS-powered internet at home, the family can now spend more quality time together. With more than 100 households connected and many more families signed-up, every student will be able to access unlimited educational content at home improving not only their education, but also their quality of life.

Following the success and positive impact of the initial phase, MBC plans to not only expand the TVWS network with Adaptrum equipment to surrounding counties, but will also offer a service option, where MBC will sell commodity-based Internet for students and their families that will be set up by third-party provider partners. The paid option will offer full web access, not restricted solely to educational content.
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*RK24EWIFIDBI-2 paired with Cambium FSK, 450 and 450i radios
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   ![Sample postcard](image)

2. You provide your propagation maps to us so that we can ensure that your mail only goes to your service area. We do this at the ADDRESS LEVEL—not a postal carrier route approximation.

   ![Sample propagation map](image)

3. You send your new activation addresses and we mail your postcard to the closest “X” households. We do it all.

   ![Map of new installation](image)

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Baicells Announces ‘Radically Low-Priced’ LTE Outdoor Base Station

Baicells Technologies, a provider of disruptive global LTE solutions, announced today at WISPAPALOOZA 2017 that the commercial release of a fully featured LTE base station at a user cost of less than $1,400. Dubbed the Nova 227, the outdoor base station is in stock at multiple Baicells distribution partners, such as Double Radius, ISP Supplies, and WAV, Inc.

It is common for private network operators, as well as commercial operators, to have small clusters of subscribers or devices that need to be connected, but that may be isolated or otherwise difficult to economically connect. This often forces even LTE-based operators to use low-cost and low-performance Wi-Fi repeaters in an attempt to connect these pockets of users profitably. The Nova 227 was designed specifically for such applications, said Baicell, whether it is an apartment complex, cameras at a traffic intersection, RV parks, or a remote light industrial strip complex. Designed using standard PoE power and in a discreet form factor with an integrated panel antenna, the Nova 227 can be installed on a light pole or even another subscriber location for a zero-lease cost micropop site.

“Until today, the idea that one could connect as little as 10 customers with a $50 monthly ARPU and still yield a less than three-month ROI using LTE was a laughable notion,” Patrick Leary, President of Baicells Technologies remarked. “Well, we’ve done a lot of things no one thought possible with LTE, and we’ve done it again here. Operators – private and commercial – face this challenge routinely, so we asked our development team to build a product our customers could use opportunistically to solve this nagging challenge using LTE. The Nova 227 is the byproduct of that effort, and the team is really excited to share it with the market.”

The Nova 227 is a two-port 250 mW (27 dBm) LTE base station operating in the 3.65 GHz and future CBRS (3.55-3.7 GHz) frequencies. It is approximately 10 inches square, uses standard PoE and comes with an integrated panel antenna. The unit ships with everything needed to mount and deploy except power cabling. There are no re-occurring license fees with Baicells and no hidden costs.

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Baltic Networks USA Booth #335
Baltic is offering a chance to win a free giveaway ever day of the show, including a Fiber Termination Kit, up to $750 in Baltic Buck$ and a DJI Mavic Pro Drone.

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ABOX42 Unveils ‘All-in-One’ Set-Top Box Solution

ABOX42 came to WISPA PALOOZA 2017 to showcase its latest All-In-One Smart Set-Top-Box Solutions, designed to meet the specific market requirements operators need to provide successful and innovative TV services to the North American market. Offering a great price-performance that scales to each individual project, ABOX42’s set-top box platforms offers the latest technologies for both HD and UHD/4K requirements, including the company’s recently announced M-Series STB Platform M35 with 4K/Ultra HD capabilities and support of high-efficient streaming.

Morningstar Unveils Cloud-based Site Manager

WISPs can now collect data from all the sites they need to manage through one application. Morningstar, a leader in solar controllers and inverters, unveiled its EnVision cloud-based site manager.

Easy to set up with Morningstar’s Ethernet MeterBus Converter (EMC-1), the solution is completely scalable for large mesh networks and site clusters. EnVision, which serves up site metrics in real time, also provides server-based notifications of faults and alarms, while data is transported highly secure and encrypted.

JOIN US AND WIN

Drop by booth #528 for special WISPA PALOOZA promotion:

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tors need to provide successful and innovative TV services to the North American market. Offering a great price-performance that scales to each individual project, ABOX42’s set-top box platforms offers the latest technologies for both HD and UHD/4K requirements, including the company’s recently announced M-Series STB Platform M35 with 4K/Ultra HD capabilities and support of high-efficient streaming.

A mature and rich software stack offers capabilities for multi-application environment, including YouTube, a solid browser and media player to support all relevant streaming formats, content security systems and special requirements of the North American market. A complete Lifecycle Management Solution allows operators to upgrade their TV services gradually over time.

Developer IDE means fast and seamless integration of TV middleware and professional services support, while end-to-end supply chain logistics and management of all essential licenses and certification required in the North American Market round out the package.

Top-grade security meets the strict requirements set forth by content providers for TV and on-demand services.

ABOX42 can be found with its local sales and distribution partner at the Convergence booths #517 and #616.

Not to be missed!

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Oct. 11th, 3:00 pm in Mtg. Brasilia 4 | CEO Sharon Sher

Guest Speaker Presentation

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ExteNet Deploys CBRS LTE Fixed Wireless Network with Cal.net

ExteNet Systems, a leading provider of Distributed Network Systems (DNS) enabling advanced cellular, wireless and broadband connectivity across urban and rural America, announced the deployment of a Citizens Broadband Radio Service (CBRS) Part 96-ready LTE network with Cal.net, a leading wireless internet service provider (WISP) based in Shingle Springs, Calif. Cal.net provides broadband internet services to rural communities in the Sierra Nevada foothills ranging from the northeast to the southeast of Sacramento.

ExteNet and Cal.net’s CBRS Part 96-ready LTE fixed wireless access (FWA) network will be among the first networks in the 3550-3700 MHz band. CBRS Part 96-ready networks will, in the near term, advance in-building and outdoor broadband wireless deployment in the industry as a multitude of WISPs and other providers will transition from proprietary FWA technology to standards-based LTE fixed wireless service on CBRS, said ExteNet.

“ExteNet’s proven track record in deploying, and operating a packaged Small Cell and Distributed EPC made them the perfect partner for us. We have plans for over 350 sites in staggered deployment phases for this new LTE fixed wireless service over CBRS shared spectrum, and we are excited about the enhanced speed, bandwidth and reliability that this network will deliver to thousands of our residential and business customers.”

“ExteNet’s proven track record in deploying, and operating a packaged Small Cell and Distributed EPC made them the perfect partner for us. We have plans for over 350 sites in staggered deployment phases for this new LTE fixed wireless service over CBRS shared spectrum, and we are excited about the enhanced speed, bandwidth and reliability that this network will deliver to thousands of our residential and business customers.”

“There remains a significant disparity in access to high-speed reliable broadband wireless service outside the big cities and towns today,” said Tormod Larsen, Chief Technology Officer of ExteNet Systems. “Data usage is ingrained in our work and in our lifestyle, and it’s important that network access for modern data-centric living is not confined to urban environments. We are extremely pleased to extend our distributed network (DNS) solutions, including Small Cells and virtualized Evolved Packet Core (vEPC), to enable our Infrastructure-as-a-Service (IaaS) offering for Cal.net and lay the foundation for a fixed wireless service for its customers and help bridge the digital divide in its service areas.”

“Cal.net has forever been committed to providing our customers across rural California with broadband service,” said Ken Garnett, Chief Technology Officer of Cal.net.

“In-Booth Promos & Giveaways

InSite Support Services Booth #300
Special WISPA members monthly flat rate per subscriber with no call limit for 24x7 or after-hours-only tech support. Other pricing is also available depending on needs.

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FITEL Unveils Core Alignment Fusion Splicer

The new FITEL S179 Hand-Held, Core Alignment Fusion Splicer is designed to offer powerful performance, delivering fast and reliable optical fiber splicing even under harsh environmental conditions. By combining speed, precision, durability, portability and state-of-the-art communication methods in one unit, this fusion splicing machine opens the door to an entirely new range of applications, said FITEL.

Highly effective for use in data centers, long-haul operations, metro, LAN, and FTTx fiber, including ultra-bend-insensitive fibers, as well as large area effective fibers, the FITEL S179 Fusion Splicer delivers rapid splicing and heating ability with consistent results, splice after splice. A large-capacity battery system helps save time by allowing 200 splicing cycles (splicing/heating) in one charge. The 4.3-inch wide LCD screen with touch panel offers easy and intuitive operation, and a proportionately wide splicing chamber makes optical fiber easy to load. For improved visibility in low-light conditions, 3+1 LED lights illuminate the entire splicing chamber. A detachable, left-side V-groove makes cleaning and maintenance a breeze.

The S179 Fusion Splicer is also designed to meet the rigors of use in the field. While a substantially lower profile and lighter weight enhance portability, this splicer’s canopy design and ruggedized body provide resistance to shock, drops, water and dust exposure. A powerful, high propulsion motor (8N) helps ensure stable splicing for the most rigid indoor and drop cables. Internal battery charging, embedded Near Field Communication (NFC) and smartphone readiness combine with other features to make the S179 one of the most powerful and user-friendly fusion splicing machines available today, said the company.

Stop by the Graybar booth #450 to pick up a full spec sheet on the S179 or to find out more.

WISP Subscriber Growth

Indeed, as you may have heard a few times during WISPA-PALOOZA, “it’s a good time to be a WISP.” Despite the encroachment of large incumbents into WISP service territories, well more than half of WISPs surveyed by The Carmel Group, “Ready for Takeoff: The BWA Industry Report 2017,” is available to all WISPA members at www.WISPA.org. Detailed survey data is also available for sale by contacting The Carmel Group, www.carmelgroup.com.

What was your actual or best estimate of the annual residential subscriber growth percentage rate for your company during the past year?

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Source: The Carmel Group
Spectrum in 450 MHz Band Available in Upper Midwest

Select Spectrum is offering UHF Lower Band Paging (450 MHz) FCC licensed spectrum on nine basic economic areas (BEAs) across portions of six states including Minnesota, Wisconsin, Michigan, in and around Lake Michigan and Lake Superior, and portions of Illinois, Iowa and North Dakota. Markets covered include the cities of Green Bay, Milwaukee and LaCrosse.

The licenses also cover substantial areas inland between these cities as well as the Upper Peninsula of Michigan. Altogether, these licenses cover a population of more than 10 million people in these urban and rural areas. Currently, filings for the demonstration of substantial service are pending with the FCC.

Total offerings consist of 37 licenses originating in FCC Auctions 40 and 87. As many as nine licenses are available in some markets.

450 spectrum can be used for voice or data in a two-way or broadcast modes, including fixed and mobile services. The interleaved channel plan allows full duplexing and simultaneous multipoint digital broadcasts from multiple transmitters on either the upper or lower channel blocks. Half-duplex (time-division duplex, TDD) is also allowed. Maximum base station power is 3,500 watts ERP, while mobile units may transmit at up to 60 watts ERP.

These licenses can support a wide variety of applications, including remote monitoring for critical infrastructure, utility communications, public safety, and paging. Common uses include land mobile radio, supervisory control and data acquisition (SCADA) systems, and oil & gas production/pipelines and transportation. Networks may employ point-to-point and/or point-multipoint (tall site) architectures.

Equipment for the band is made by Full Spectrum, 4RF, XetaWave, Alligator Communications, Motorola Solutions, and Tait Communications. For spectrum blocks of 100 kHz or greater, the band is also compatible with a new IEEE wireless standard – 802.16s “GRIDMAN.” This high reliability standard is intended for use by utilities and other critical infrastructure operators.

All licenses cover their entire original assignments; licensees may disaggregate their licenses further in accordance with FCC rules.

IN-BOOTH PROMOS & GIVEAWAYS

Comtrend Booth #231
We have partnered with Flytec for WISPAPALOOZA to offer free G.hn Adapters. Stop by both the Comtrend booth (#231) and the Flytec booth (#152) to get one Adapter each to make up the pair.

www.bekabusinessmedia.com
netsapiens, a provider of unified communications (UC) services and feature-sets to service providers and large enterprise, announced today that it will implement a frequently requested group of customization tools to its existing customer portal tool kit. Known as SNAPbuilder, the package of tools will provide the ability to customize “button” labels, deploy pre-built templates, make bulk edits across templates and build phone directories – directly from within the existing customer portal.

Other enhancements made available to netsapiens customers via SNAPbuilder include Gravatar integration, which introduces the ability to further customize SNAP-mobile Web using Gravatar, a globally recognized avatar provider. Time of day routing for DID, meanwhile, introduces the ability to route DIDs based on the time of day directly from the DID inventory edit module within the portal. What’s more, calls using the G.722 codec can now be recorded by the Recording Module and automatically converted for storage and playback.

“We listen to our customers, plain and simple,” commented Anand Buch, CEO at netsapiens. “It’s why our customers choose netsapiens over the competition. SNAPbuilder is just one of many enhancements we’ve made to our customer portal tools over the last year. This is particularly big for us as SNAPbuilder truly takes what is an exceptional portal and user-interface and adds a level of customization and support you just don’t see yet. Our customers asked for it, and we made it happen.”

“We had been offering VoIP services on a PBXware platform offered by one of netsapiens’ competitors,” said Bret Schnitker, Vice President of Operations at netsapiens customer Snapcom. “While it worked okay, it didn’t have the geo-redundancy we required and they simply didn’t have the management tools we needed to best serve our customers. What’s more, we needed a real call center solution and an overall platform and portal that was fully customizable and easy to implement. netsapiens provided all of that and more. Switching to netsapiens was a no-brainer for us.”

“By using netsapiens, we can create a system that users can administer themselves and have a very user-friendly portal that they can manage themselves,” added Jeff Ogden, General Manager, Spectrum VoIP. “It lowers our support burden and allows us to focus on other things like business growth, as well as other feature sets, implementation and improvements.”
Marketbroadband.com Offers Tailored Marketing Program for COS Service Zones Demand Aggregation Campaigns

Marketbroadband.com, powered by Lorex, now offers marketing programs tailored specifically for COS Service Zones Campaigns. COS Service Zones is a cloud hosted demand aggregation solution. It allows an ISP to determine demand for broadband before they build.

“With COS, the intended service area is divided into neighborhood zones,” explained Ken Janc, President of Lorex, the company behind Marketbroadband.com. “The neighborhoods are defined by zones on the map with distinct borders. The ability to target marketing to the zones – at the address level – is critical for eliminating wasted marketing that falls outside of the service zones.”

When executing a direct-mail-based campaign, a marketer traditionally has had to target by zip codes or postal carrier routes. The challenge for ISPs has always been that their networks do not have borders that specifically match up with those postal boundaries. To solve this problem for ISPs, Marketbroadband.com developed GIS Mapping tools that allow them to accurately extract only the business or residential addresses that fall within the network that the ISP has defined with either a GIS, .shp or .kmz file.

“Because we can provide address-level accuracy in our targeting, it was a natural adjunct for us to work with COS. By developing a seamless process for structuring the demand aggregation solution and the marketing that feeds it, the ISP can focus more of their time on other aspects of the business,” added Janc.

In addition to this unique approach to pinpointing direct mail campaigns, Marketbroadband.com also can provide all relevant marketing material for a full campaign, including magnet banners for installation machinery, yard signs, banners, flyers, door hangers or any other marketing material an ISP might need.

“With COS Service Zones, you need to spread the awareness of your project in the first place. Social media is critical, but traditional marketing and, in particular, mailers are very powerful. We are very fortunate to have found an established and experienced U.S. partner that has an offer that fits like hand in glove with ours,” said Isak Finer, COS Systems chief marketing officer. “This cooperation makes our customers even more successful in their demand aggregation campaigns.”

Azotel Adds Features to SIMPLer Platform

Azotel has added three new features to its SIMPLer platform, which provides wireless broadband operators a complete integrated OSS and core network.

Among the upgrades is electronic signature capture, installers and service techs to capture electronic signatures before they leave the subscriber’s location and save them to the system, ensuring clear communications and agreements on service and work performed among subscriber, tech, and office.

Second is a phone friendly interface. Installers now can access everything they need right from their phones or tablets. No more balancing an unwieldy laptop and fighting to get a signal while installing a subscriber’s service.

Lastly is new LTE and fiber equipment integration. Azotel now integrates with LTE and fiber equipment, allowing it to interface with new advanced infrastructure and maintain the vital functionality needed by operators.

The Azotel SIMPLer approach integrates seamlessly across all departments. This replaces up to five business systems with one integrated system, greatly increasing the effectiveness of all departments within the organization, said the company.

Today, the Azotel SIMPLer platform is deployed in excess of 160 networks worldwide, spread across 22 separate countries with a particular concentration across Europe, Africa, Canada and the U.S.

Watch for future newsletters with tutorials and more information on features and updates. Or better yet, stop by booths #305 and #404 to learn more today.
Subscriber Billing and Provisioning with Automated Payment Enforcement

HyperRADIUS™ SmartSession™

- Synchronized with payment status, suspended subscribers are presented a Pay Now option
- Immediate service updates with support for Mikrotik’s CoA (Change of Authentication)
- Limit access to subscriber’s home network with location based authincations
- Redundant, self-healing, auto-failover databases and network architecture
- Low failure/retry rate with greater capacity under load
- Active monitoring with alerts, backup alerts, and authentication verification

Streamline • Take Control • And Grow