

Introducing the Duxtel Zone Model

Duxtel presents The Zone Model - a human-centred rather than technically-driven approach to the design of municipal public Wi-Fi networks for Australia's growing towns and cities.

Getting in The Zone.

Zones are self-contained, functionally-independent, fixed-cost mini-networks deployed by the City, Traders Association or Business Chamber organisation where residents and visitors congregate to undertake specific activities such as shopping, cultural activities or simply relaxing in parks and gardens.

Lower the risk. Roll out progressively.

Zones reduce risk exposure by enabling a Public Wi-Fi service to be rolled out in stages. Testing demand and educating both users and content providers without incurring the financial penalties typically associated with a prudent progressively staged deployment schedule.

Because there is no expensive centralised wireless controller (whose cost must be amortised across the entire municipal network), the first Zone is no more expensive than subsequent Zones. Each Zone is managed through Duxtel's cloud-based hotspot management solution Duxtel Commander. While Zones can be commissioned independently and at low cost Duxtel Commander provides a unified management and analytics interface. A seamless logon and roaming experience greets users when they enroll in the network and then go on to explore city attractions, shops and services.



Simplified cost-planning. Simplified delivery.

Cost-planning is simplified because each Zone is the same price regardless of its position in the deployment schedule and - if required - the implementation cost burden can be spread over multiple financial years.

Service delivery planning is simplified because coverage areas are identified by activity type. The service is targeted at these vibrant activity Zones rather than areas where there is little user population.

The Zone model offers a robust and resilient Public Wi-Fi network in which vulnerable long distance links are replaced by multiple independent connections to the Internet. This pragmatic approach increases flexibility, reliability and allows *a la carte* selection of backhaul technology, on a Zone-by-Zone basis, from options that include ADSL, 4G wireless, DOCSIS cable, optical fibre or the NBN.

A Duxtel Wi-Fi Zone consists of as many as 4 Satellite Nodes connected to a Central Node. All Nodes in the Zone participate in providing Wi-Fi access to the public.

The fixed price of \$6,500 per Zone (plus taxes) includes:

- Zone site survey and technical design.
- Supply and configuration of wireless hardware components for Central and Satellite Nodes, including weatherproof enclosures and mounting components.
- Provisioning of the Internet service including Zone gateway router and 12 months bandwidth.
- Duxtel Commander software configuration and interface customisation.
- 12 months software license and maintenance.
- Captive portal customisation.
- Software training.

Negotiable optional upgrades to the fixed-price package include:

- Physical installation of the Central Node and Satellite Nodes to infrastructure such as lightpoles.
- Electrical works where power unavailable.
- Internal data cabling within Council buildings.
- Public traffic control.
- Cranes and lifts for elevated installations.

