

# High-Density Residential Wireless and Mobile Solutions

O2 Secure Wireless, Inc.  
“Using the Air to Share”  
Based in Atlanta, GA

<http://www.o2securewireless.net>

Aaron King, Executive Vice President  
Craig Sellars, Chief Technology Officer

# Company Background

Founded in **2003** to provide Wireless Internet Services to High-Density Residential Communities

Now :

Public Company: ~\$5M market cap

Over **40,000** units covered

Outlasted **90%** of competitors

Mikrotik instrumental to growth and success

# Difficulties

"This wireless stuff is easy"

Failures in Design and Implementation

Multiple Business Plans

Limited Capital

# Successes

"I have not failed. I just found 10,000 ways that won't work"

-Thomas Edison

Make Sound Financial Models

Explain Benefit to Property Owners

Sales Agents

Partnerships with Vendors, Competitors

Forward Thinking

# Sales

Understanding Customer Needs

Flexible Models to Accommodate

Aligning our Models with Business Drivers

Set Realistic Expectations

Sell what you do well

# Implementation

Pre-configure and Test all Devices before deployment

Get to know Property Staff

Do the most difficult tasks first

Make equipment accessible

Get sections up and running individually

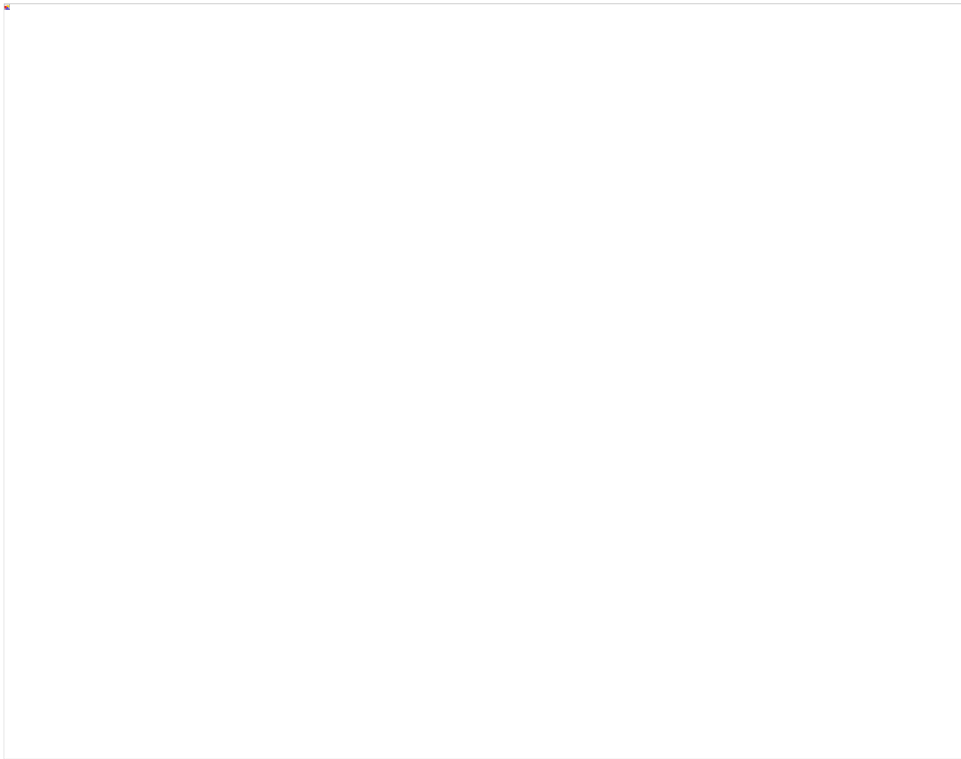
Begin monitoring immediately

# H igh -D ensity

An Exam ple of a  
H igh -D ensity  
College Cam pus  
D epl oym ent



# High-Density



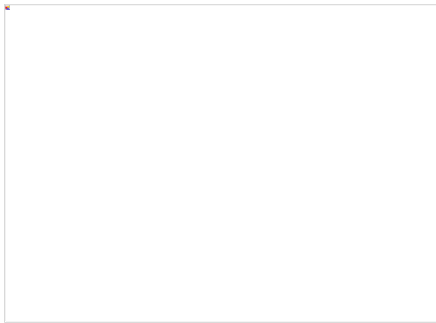
Another Example of a  
High-Density College  
Campus  
Deployment

# H igh -D ensity

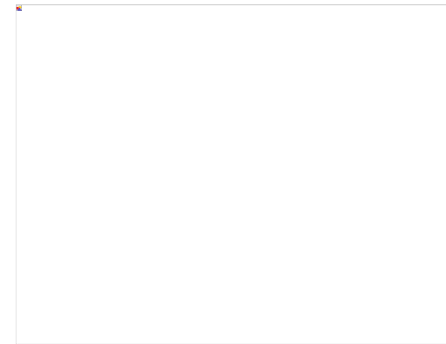
An Exam ple of a Large H igh -D ensity Residential D eploy m ent



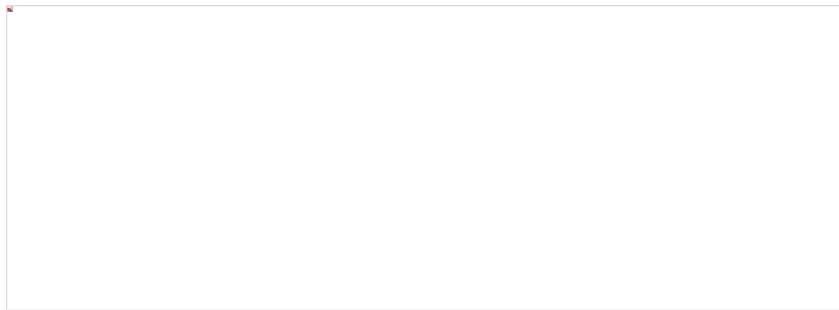
# The Products We Use



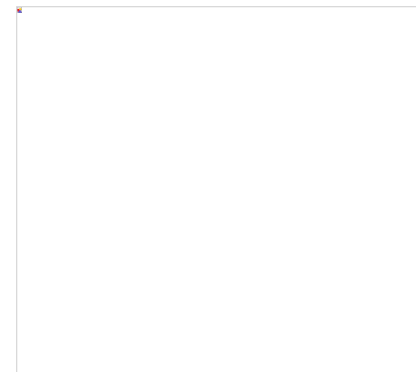
Z-Com 400mW 802.11b/g



Z-Com ~400mW 802.11a



Managed PoE Switches



Custom Enclosures

Z -Com 400mW 802.11b/g

Mini-PCI Cards for  
Distribution

Atheros 5212 Chipset

Dual U.FL Connectors  
Using Passive Wireless Pigtailed

High-Power  
High-Quality  
Low-Cost

Z -Com ~400mW 802.11a

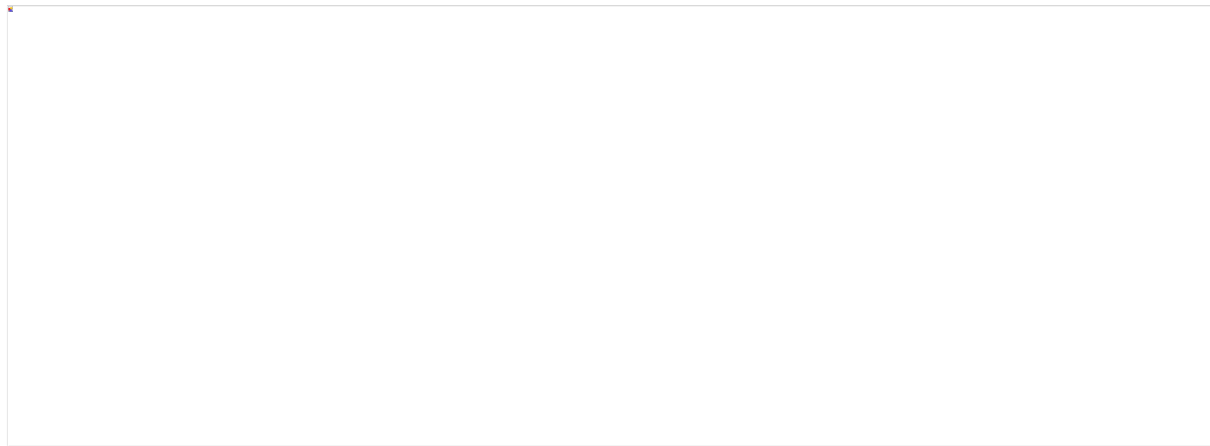
Perfect for Backhauling  
Especially with new Channels

Atheros 5213 Chipset

Dual U.FL Connectors  
Using Powerless Pigtails

High-Power  
High-Quality  
Low-Cost

# Managed PoE Switches



SNMP Monitoring

Remote Power Reset

# Custom Enclosures

Designed for Mikrotik  
Routerboard **500/100** Series

Easily Adaptable

Magnetic Lock

Weather Resistant

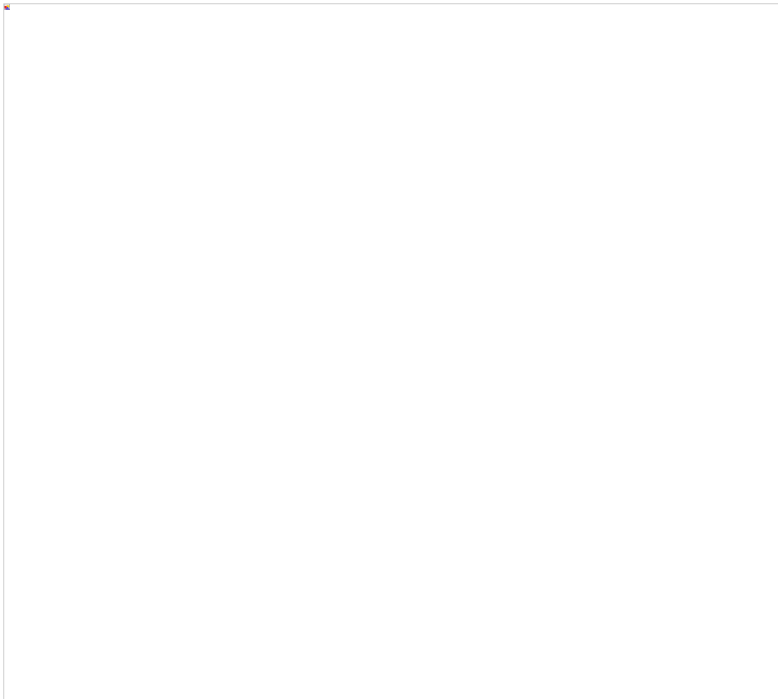
Pole Mountable

Mounting-Bracket Capable

Aesthetic and Attractive

Paintable

UV/Static/Heat Resistant



# 3G - Wi-Fi Gateway

## 02 REACTOR

It's an acronym, but we forgot what it stands for

Leveraging mobile connectivity for a myriad of applications

- Emergency Access
- Hospitality
- Commuter services / Environmental causes

High-Gain antenna, 800/1900MHz

AC or DC Powered

Re-broadcasts the Internet as

Mobile Hotspot

# Conclusion

Prove your Plan is Profitable  
Use the Right Tools  
Consistent Operating Systems  
Cost-Effective Components  
Know your Customer