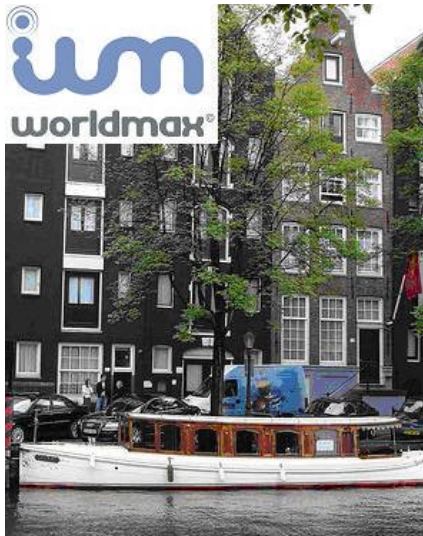


# WORLDMAX SUCCESS STORY



## WORLDMAX SELECTS ALCATEL-LUCENT TO DEPLOY ONE OF THE FIRST COMMERCIAL WIMAX 802.16E NETWORKS IN WESTERN EUROPE



The Netherlands has an **enviable telecom market**, with more than 100% mobile penetration, 83% of households connected to the internet and some of the most **advanced broadband infrastructure** in Europe.

Within this competitive market, **Worldmax, a new and innovative broadband wireless access provider** in the Netherlands has decided to deploy one of **Western Europe's first commercial WiMAX 802.16e-2005 (Rev-e)** networks.

The first phase of the **deployment completed successfully in June 2008 with more than 110 WiMAX Base Stations** being on air and providing a global coverage of the city of Amsterdam

Worldmax was founded in August 2006 by Intel Capital and Enertel Holding. Worldmax is the owner of a **nationwide and exclusive 3.5GHz license** for the Dutch market. Early 2008, Worldmax decided to opt for WiMAX as the best technology to serve their purposes. Thanks to this strategy, Worldmax has been able to roll-out a network very rapidly and **deliver nomadic broadband services in the city of Amsterdam as early as mid 2008**. This new offer answers customers' need for fixed and nomadic Broadband services at attractive pricing, enabling applications such as interactive web surfing, chatting, online gaming, internet TV and VoIP.

Worldmax's commercial service is available since June 2008. Customers can enjoy prepaid and postpaid services in a package called "**aerea**" which enables wireless broadband access to the Internet. Worldmax also addresses corporate users and students with their aerea service. The service was initially launched with PC cards but Worldmax recently introduced **USB dongles from Alcatel-Lucent Open CPE Program** to allow subscribers to connect their laptops to the network. Looking forward, WiMAX solutions embedded in Centrino 2 processor technology-based laptops, UMPCs and netbooks will further enhance the offer and fulfill the promise of cost effective **high speed "broadband on the go"**.

**"While there are several wireless broadband initiatives in The Netherlands and in Europe, Worldmax is currently the only company planning such a thorough and complete offer for the consumer. This new network makes it possible for us to have our customers online within two working days, with access to unlimited wireless data and transparent and flexible contracts at very competitive prices. This will help raise awareness about the compelling capabilities of 'broadband in your pocket'"**

*Jeanine van der Vlist, CEO Worldmax*



## Why has Alcatel-Lucent being selected by Worldmax?

After trialing different WiMAX competitors during several months, **Alcatel-Lucent has been selected because of:**

- **The complete End-to-End Integrated WiMAX 802.16e Solution** including base stations, wireless access controllers, operation and maintenance center, IP, Microwave and IMS/NGN products,
- **The Full Turnkey Professional Services Capability** to boost the network rollout with the right level of expertise in order to achieve excellent network performances,
- **The Open CPE Program** to guarantee that **any type of WiMAX compliant device will work with best-in-class performances** thanks to extensive IOT tests performed and **SIACS** (Seal of Interoperability Acceptance for Commercial Services) process.

Alcatel-Lucent also performed a successful Proof of Concept in December 2007 and January 2008, demonstrating the quality & the stability of the radio solution and the responsiveness of the support team.

## ... what has been done since the contract signature...

Thanks to the help of Alcatel-Lucent, Worldmax has been able to **install within two months 110+ WiMAX Base Stations** to provide a global coverage of the city of Amsterdam. A challenge in a dense urban environment! This deployment has been done using Alcatel-Lucent Compact Base station that integrates the latest technological innovations, such as beam forming and MIMO. In addition, Alcatel-Lucent supplied to Worldmax an innovative and **fully redundant core network** to provide carrier grade quality of service.

On June 17, 2008, Worldmax demonstrated **Europe's first city-wide commercial wireless broadband** network based on WiMAX 802.16e technology during **WiMAX Forum Congress in Amsterdam**. During the event, **Worldmax launched a soft service called "aerea-lite"**, enabling it to check that the needs of numerous internet users in Amsterdam requesting broadband internet access on the go were actually met.

Further to this success, the network has been extended in a very short time thanks to the excellent joint work achieved by the teams of Alcatel-Lucent and Worldmax and now counts more than 180 Base Stations.

On October 2008, thanks to extensive IOT tests performed by Alcatel-Lucent and Worldmax in the frame of the Open CPE Program, **USB dongles** were smoothly introduced, thereby demonstrating Alcatel-Lucent WiMAX solutions openness and capability to interoperate with multiple types of WiMAX end-user devices.

**Worldmax now offers aerea commercial service with predefined prepaid and postpaid packages throughout the whole city of Amsterdam**

*"We selected Alcatel-Lucent after a stringent search and are confident that Alcatel-Lucent is the right partner to deploy such an innovative network. We were looking for a flexible solution which is easy to deploy and expand as our business grows. Alcatel-Lucent has proven to be the right partner for all our needs based on their track record worldwide"*

*Jeanine van der Vlist, CEO Worldmax*