



### Life Uninterrupted

According to a recent survey of employees from across the U.S., a full quarter of workers said they plan to stay in contact with the office while on vacation. Nearly one in 10 employees revealed that their companies expect them to be working or at least checking voicemail and e-mail while vacationing.

### Fun, Sun and e-mail

More and more people view Internet connectivity as a basic need regardless of where they are staying, be it a five-star hotel in Paris or a remote mountain cabin in Wyoming. This year's AOL E-mail Addiction survey found that more than 50 percent of respondents said they check their e-mail while on vacation while 78 percent with mobile devices check email while on vacation.

### Connecting in the Great Outdoors

Owners of remote locations increasingly face the challenge of delivering the high-speed connectivity their customers have come to expect, while balancing the cost of a remote bandwidth infrastructure. It can be extremely cost prohibitive to run fiber or COAX cable and DSL is often times not available. All of these solutions face unique challenges when deploying to remote locations.

## Stay Connected While Getting Away From It All

Vacationing is one of those times when we expect most of our needs to be taken care of by our hotel, cruise ship, or cabin in the woods, especially when it comes to the ability to stay connected. This need to stay connected 24/7 has become less an option and more a necessity as our lives continue to become increasingly entwined with, and dependant upon our ability to access technology, anywhere, anytime.

According to a recent report from IDC, the average U.S. Internet user spends more than 32 hours online each week, nearly twice as much time spent watching television.

In addition to the personal demands for technology, as many as 25 percent of workers in a recent survey indicated they need to remain connected to their offices while on vacation. Many consumers now choose resort areas where they can stay linked to the outside world via cell phones, laptops, PDAs and other electronic devices. Rather than constantly worrying about what may be going on while they're away, vacationers expect to check in with co-workers and remain available should any issues arise.

With these increasing expectations for connectivity in remote areas, resorts need to offer cost effective, reliable broadband services to their customers. Internet and cell phone access for guests is no longer considered a luxury and can even be used as a marketing tactic to entice potential customers.

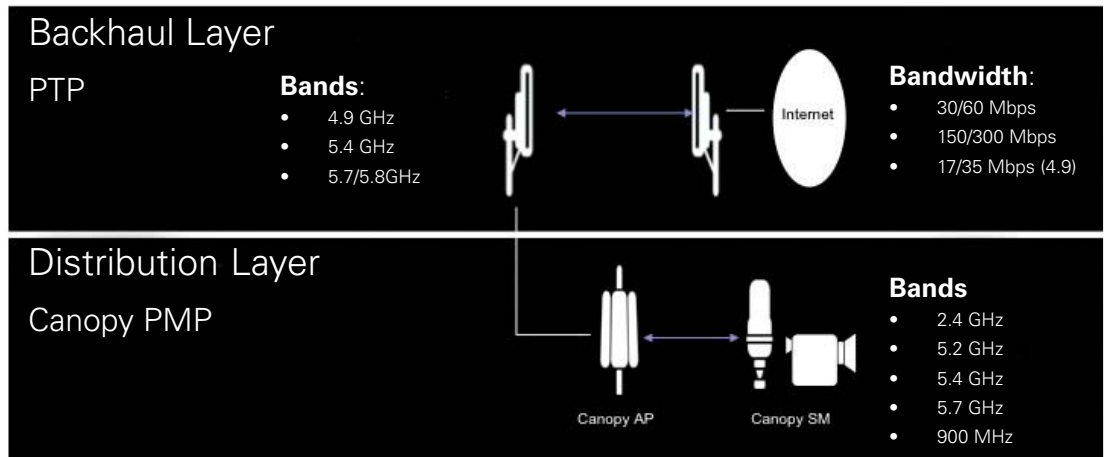
### No Resort is an Unconnected Island

Deploying Motorola's wireless Point-to-Point (PTP) backhaul solution delivers the necessary connectivity customers demand in remote locations with Point-to-Multipoint (PMP) access networks connecting hundreds of locations to a single access point. For remote vacation property owners this enables access to the wireless broadband services their customers demand in a cost-effective manner at a fraction of the cost of wired, fiber and other solutions. While deployment costs are subject to myriad of variables, fiber can cost about \$400 per mile and satellite can run in excess of \$200 per month.

Motorola's PTP and PMP solutions have proven their worth, reliability and ROI in thousands of deployments around the world including remote areas and locations with harsh environmental conditions. Out of reach is no longer acceptable; Motorola's remote wireless broadband solutions combine high-speed data, voice and access to any online service giving users the ability to access information, watch video, download media and much more.

## MOTOROLA WIRELESS BROADBAND

Purpose-Built Networks



### About Motorola Wireless Broadband

Motorola's industry leading portfolio of reliable and cost effective wireless broadband solutions provide and extend coverage both indoors and outdoors. The Motorola Wireless Broadband portfolio offers high-speed connectivity systems that support voice, video and data solutions enabling a broad range of applications for both fixed and mobile public and private networks. With Motorola's One Point Wireless Suite of innovative software solutions, customers can now design, deploy and manage their broadband networks at lower installation costs that maximize up-time and reliability.



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