

CITY OF VARAZDIN

DELIVERS 21ST CENTURY CONNECTIVITY WHILE PRESERVING ITS HISTORIC BAROQUE CHARM



MOTOROLA’S BROADBAND MUNI MESH WIRELESS NETWORK INCREASES ATTRACTIVENESS OF CROATIAN CITY FOR VISITORS, RESIDENTS AND BUSINESSES

Varaždin, population 50,000, is located in the northwestern part of Croatia, 81 kilometers north of Zagreb. The city, which sits on the right bank of the Drava river, is best known for its baroque buildings and its textile, food and IT industries.

Today, Varaždin is a very popular tourist destination, and hundreds of thousands of tourists travel to Varaždin and the surrounding areas throughout the year.

The city’s tourist attractions include the old town fortification, the town center, numerous museums and galleries and even the Varaždin cemetery, which is protected as a horticultural monument.

Perhaps the city’s most unique attraction is its collection of more than 10,000 stuffed insects.

During the summer months, the town also holds many festivals, including its music festival, called Varaždin Baroque Evenings, and the annual Špancir Festival, a street festival for strollers. This year’s Špancir Festival featured 1,600 participants and 250 programs.

PRODUCTS & SERVICES

MOTOMESH Duo

- 45 access points
- Covering over 1 km2
- One Point Wireless Manager

SOLUTION FEATURES

- Broadband Internet connectivity
- VoIP
- Video surveillance
- Location-based services

BENEFITS

- Small size enables preservation of historical buildings
- Highly affordable cost per square kilometer
- Large bandwidth supports many users
- Network flexibility enables support of many applications

BENEFICIARY INFO	CITY OF VARAZDIN
INDUSTRY	MUNICIPALITY
LOCATION	CROATIA
LOCAL PARTNER	MAGIC TELECOM

MOTOROLA'S MOTOMESH™ DUO DELIVERS THE BANDWIDTH, COST AND FLEXIBILITY REQUIREMENTS DESIRED BY VARAŽDIN'S VISIONARY MAYOR

A key goal of Ivan Cehok, the mayor of Varaždin, is to ensure that Varaždin remains a popular tourist destination as well as an attractive location for businesses and a safe and pleasant city in which to live. Thus the mayor began looking for a broadband solution that would allow the city to provide broadband

connectivity free of charge to tourists – thus allowing them to easily connect with the outside world while on holiday – as well as connectivity to residents and local businesses. But he had one big challenge: The broadband network equipment must preserve Varaždin's beautiful, historic baroque buildings.

MOTOROLA'S MOTOMESH DUO TECHNOLOGY SERVES OUR BROADBAND NEEDS TODAY AND ALSO GIVES US THE FLEXIBILITY TO USE THE NETWORK FOR MORE ADVANCED APPLICATIONS LIKE VOIP AND VIDEO SURVEILLANCE IN THE FUTURE. THE CITY OF VARAŽDIN IS PROUD TO PROVIDE VISITORS, RESIDENTS AND LOCAL BUSINESSES WITH SUCH CUTTING-EDGE WIRELESS TECHNOLOGY.

Ivan Cehok, Mayor of Varaždin

MOTOROLA DELIVERS CONNECTIVITY, FLEXIBILITY AND THE ABILITY TO PRESERVE VARAŽDIN'S HISTORIC BUILDINGS – ALL AT A REASONABLE COST

After hearing about Motorola's MOTOMESH Duo wireless broadband solution, the mayor of Varaždin looked no further. He recognized immediately that the Motorola technology would allow the hundreds of thousands of tourists visiting Varaždin each year to use their WiFi-enabled laptops, phones and other devices to stay connected.

Plus the network was reliable enough to meet the needs of local businesses and robust enough to also support broadband connectivity for the city's residents. In addition, it offered the city the flexibility to support applications like voice over IP (VoIP), video surveillance and location-based applications when it decided to deploy them. Best yet, it would not cost the city a fortune to install.

Today, the city is in the process of installing 45 MOTOMESH Duo units that will initially cover about 1 sq. km. In addition Motorola One Point Wireless Manager is helping to deploy, configure and manage the network. Today, tourists and residents can access this network free of charge; the city is currently

evaluating whether to charge its residents for the services. In addition, the city of Varaždin has contracted with service provider Magic Telekom to manage the network.

The MOTOMESH Duo network also enables Varaždin to support applications in addition to just broadband connectivity. For example, the city is currently testing VoIP technology and also eventually plans to deploy advanced applications such as location-based services and video surveillance. The goal of the video surveillance is to keep the peaceful town free of petty crime.

Long-term, the city's goal is to have the network serve 5,000 residents, 500 enterprises and 30 government organizations to support all of its public safety, public works and public access needs. In addition, Varaždin is also working on what it calls "Project Smart Community," where the city would become part of a network of five or six cities that are connected via point-to-point and point-to-multipoint wireless links from Motorola.



ABOUT AIR

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We are a System Integrator providing Professional Communication Solutions by developing software and hardware, customized Mobility & IT applications and solutions, and enhancing the functionality of standard products.