



Cambium Networks Highlights Service Provider Priorities for 60 GHz Deployment

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Global Survey of 800 Service Providers Shows High Interest for Urban, Suburban, Enterprise and Industrial Environments

ROLLING MEADOWS, Ill., June 24, 2020 /PRNewswire/ -- [Cambium Networks](#) (NASDAQ: CMBM), a leading global provider of wireless networking solutions, today announced the results of its first Global Service Provider Survey on 60 GHz opportunities. Interest among service providers is high given the multi-gigabit speeds and increased user density that the technology provides. More than 800 responses from 82 countries reveal service providers' leading priorities for 60 GHz deployment.



Cambium plans to introduce several new 60 GHz products this summer, enabling service providers to deliver the performance and reliability of fiber in places they had not before. Early indications suggest a high level of interest for delivering broadband wireless internet service for urban, suburban, enterprise and industrial environments.

"In today's world, high-speed Internet access is as fundamental as having access to water and electricity," said Scott Imhoff, Senior Vice President of Product Management, Cambium Networks. "Our 60 GHz product strategy is designed to deliver fiber-like throughput at a fraction of the cost."

"60 GHz Wi-Fi can unleash the power of unlicensed mmWave spectrum for high performance fixed wireless applications," said Dino Bekis, vice president and general manager of Mobile and Compute Connectivity, [Qualcomm Technologies, Inc.](#) "We are pleased to be working with Cambium to make affordable, high speed and low latency internet access available to an increasing number of people throughout the world."

60 GHz Priority Applications to Deliver Throughput

Service providers indicate that the top application will be connecting business customers. When asked which applications are most attractive, 57 percent of operators ranked building-to-building wireless multi-gigabit point-to-point links for business first. The next highest applications are residential connectivity with 46 percent and Wi-Fi backhaul with 30 percent.

60 GHz Priority Locations to Build Revenue

When asked which locations will be a priority, 48 percent of respondents identified urban environments where population drives demand for capacity as the most important. Closely behind, with 43% of the vote, are small communities, which are currently underserved. Industrial applications, with IoT business connectivity demand, came in at 38 percent.

95 Percent Say Planning Tools Are Important

Network planning is vital to service reliability. Planning and design tools dramatically improve network performance while reducing the upfront time and cost of skilled technicians. 95 percent of the service providers polled indicate that planning tools are important to their business operations.

60 GHz Coming Soon from Cambium

Cambium plans to release several 60 GHz products starting this summer. The company has a proven record in providing wireless solutions that deliver performance, scalability, reliability, and low total cost of ownership. Cambium Networks' multi-gigabit wireless fabric of connectivity includes backhaul, distribution and access solutions, all managed in the cloud on a single pane of glass.

"Cambium provides stable and reliable equipment," said German Avanesov, Technical Specialist for Ipbloom Telecom in Russia. "We tried different brands of equipment, and we now have more than 5,000 Cambium radios in our network. There is nothing better."

To deliver the best quality of experience, Cambium's 60 GHz design architecture will use the 802.11ay standard for higher capacity and better channel access and mesh support. The design incorporates [Terragraph's](#) mesh technology, developed by [Facebook Connectivity](#), to achieve superior network reliability at lower cost.

For more details refer to [this solution paper](#) or [contact a Cambium Networks partner](#).

About Cambium Networks

[Cambium Networks](#) empowers millions of people globally with wireless connectivity. Its products are used by commercial and government network operators as well as broadband service providers to connect people, places and things. With a single network architecture spanning fixed wireless and Wi-Fi, centrally managed via the cloud, Cambium enables operators to achieve maximum performance with minimal spectrum and low overhead. Cambium empowers a growing ecosystem of partners who design and deliver gigabit wireless solutions that just work.

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