



What the client says

"Being a market leader in telecommunications services in Switzerland, we are very deliberate about services and quality provided for extensive subscribers. For IPTV services for residential customers, not only the diversification of programs are offered to meet different needs from individuals in the family but also the assurance of high quality and performance of content delivery to make our customers happy."

*remarked by Andreas Fischer,
Product Manager
Sunrise Communications AG*

"We chose ZyXEL WAP5605 because it complies with our criteria for high performance, easy for set-up and specific video streaming enhancement features. With it, we not only provide satisfactory HD IPTV services but also avoid our customers from suffering messy wires around corners of the house. And we also save cost from wiring and engineering support."

*commented again by Andreas Fischer,
Product Manager
Sunrise Communications AG*

Success Story

Sunrise of Switzerland on Ultimate HD TV Performance for Homes

Challenge

Consumers want reliable and high quality of viewing experience when they subscribe IPTV service. Service providers are beginning to introduce IPTV offerings as part of a competitive service bundle designed to give the consumer the greater entertainment service choices they want.

Sunrise, a telecommunications service market leader in Switzerland, was looking for an innovative solution from an experienced and reliable partner whose solutions not only have superior performance. The partner must also be able to enable Sunrise with capability to provide high quality IPTV services for its extensive 3 million subscribers and to deploy easily at user's homes.

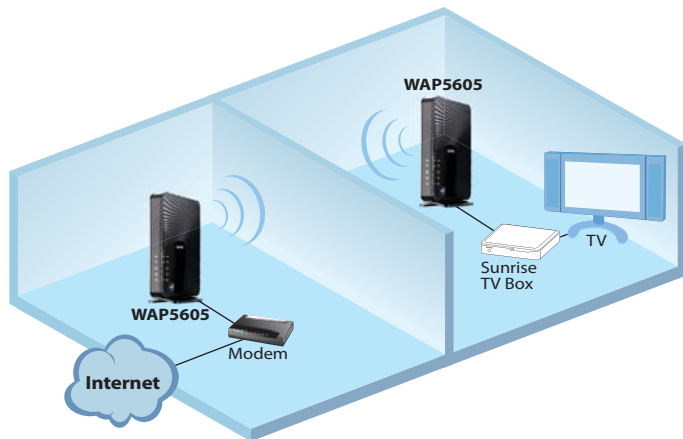
Solution

To ensure the high quality viewing experience, IPTV service providers keep looking for the simple service deployment at users' homes and better enhancing the reliable and robust multimedia home networking solution. ZyXEL's latest wireless N media streaming box is designed right for this need of cable replacement. Featured exclusively with 5 GHz wireless N technology, ZyXEL WAP5605 transmits media contents through a 5 GHz band to assure optimal streaming performance for video transmission. With this interference-free special design, video contents are transmitted lag-proof at maximal HD IPTV quality for premium viewing experience.

Additionally enabled by advanced video-grade QoS and SmartRange technology, WAP5605 ensures to achieve the whole-home, robust throughput for delivering multiple, concurrent HD streams across multiple rooms. Just plug and play a pair of WAP5605 in users' home, set individually as AP and Client modes by using the AP/Client mode switch, telcos/service providers can easily deployment the IPTV services without hassles.

Thanks to this successful project and installations Sunrise has managed to establish itself extremely well.

Application Diagram



About Sunrise

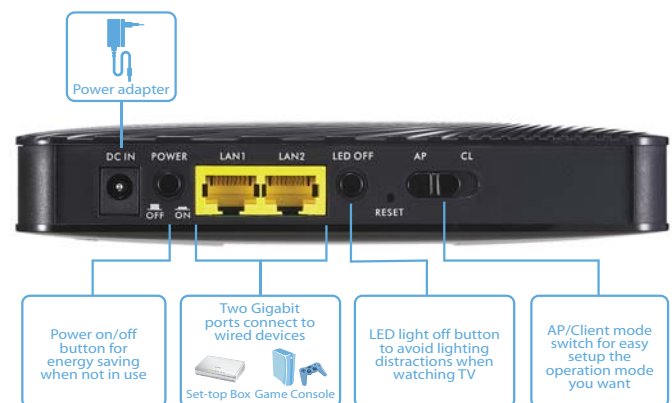
Sunrise is the largest private telecommunications provider in Switzerland, with offices in Zurich, Kloten, Lucerne, Basel, Bern, Biel/Bienne, Renens, Geneva and Lugano. Sunrise has 2.97 million customers, who use its services in the areas of mobile telephony, landline network, and the Internet. Business Sunrise offers customized communication solutions for business customers. The mobile network, which is based on GSM, EDGE, UMTS, and HSPA+ technologies, provides over 99% of the population with state-of-the-art mobile network services and permits transfer rates of up to 21 Mbps. A high-performance fiber optic network, with a total length of 10,000 km, enables high-quality voice and data services to be offered throughout the country. Thanks to unbundling, Sunrise can reach 85% of all households with its own broadband structure. The company operates more than 100 Sunrise centers across Switzerland. Sunrise is a brand of Sunrise Communications AG.

Product Information



WAP5605 5-GHz Wireless N Media Streaming Box

- **Designed perfectly for distributing reliable HD IPTV service**
 - 5-GHz-only transmission—superior interference immunity
 - Video-grade QoS optimizes video streaming playback
 - SmartRange technology—widely extends the effective wireless coverage
- **Plug-and-play design**
 - AP/Client mode switch for easy setup and control
 - One-touch WPS button



About ZyXEL Communications

ZyXEL Communications Corp., founded in 1989 and headquartered in Taiwan, is the leading provider of complete broadband access solutions. As one of the early modem manufacturers, ZyXEL has undergone many transformations in the fast-paced networking industry. Today, ZyXEL is one of the few companies in the world capable of offering complete networking solutions of Telco, SME/Enterprise, and Digital Home for a wide range of deployment scenarios. Telco solutions include wired and wireless access network equipments, networking customer premises equipments, and Carrier Switches. SME and Enterprise solutions include Unified Security Gateway, LAN Switches, WLAN, and IP telephony. Digital Home solutions include network connectivity devices and multimedia solutions.

The company has 3200 employees and distributors in 70 countries, reaching more than 150 regional markets. The ZyXEL Communications Corp. includes 33 subsidiaries and sales offices and two research and development centers worldwide. For more information, visit the company's Website, <http://www.zyxel.com>.

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