Connectivity Wars – Prioritized LTE vs PTP wireless
AT&T 2020 Vision is Coming

- POTS lines and certain legacy data circuits are being phased out across the country.
- Rates are increasing monthly.
- May only receive 90 day notice that your service is being discontinued.
- Repair times are increasing.
Battle #1:
Consumer LTE vs Prioritized LTE
Consumer LTE Pros

- Cheap and easy to purchase.

- "Unlimited" plans which usually include voice.

- Can be purchased from carrier direct which allows for device financing.
Consumer LTE Cons

-No static IP address.
-Hardware is often proprietary.
-Lengthy contract often required.
-Many ports blocked even if static IP purchased for a high price.
-All data plans get throttled or capped - even “unlimited” plans.
-May be throttled to nothing based on network congestion.
-Your broadcast has the same priority as my kids iPhone.
Prioritized LTE Pros

- No data cap throttling.
- True public static IP with every SIM.
- Works in remote areas.
- Allows port forwarding for RDS data, remote control, and VPN
- Priority over consumer devices which helps ensure you will have data when everyone’s cell phone stops working.
- No proprietary hardware and very little configuration needed.
- Multiple carrier options with failover redundancy.
- Add SIP phone for POTS remote controls.
Prioritized LTE Cons

- No financing options
- Must purchase device hardware
- Higher cost depending on data plan purchased
Battle #2:
LTE vs PTP vs Wireline (T1, DSL, Cable)
LTE Pros

- Not as susceptible to lightning strikes.
- No ‘backhoe’ fade due to tower redundancy
- Public internet connection with network isolation.
- Network isolation gives you independence in case of cyber attack on main business network
LTE Cons

- Higher cost due to monthly fees vs PTP.
- Data caps if consumer.
- Varying speeds based on network congestion.
- Limited user configuration available.
PTP Pros

- You are in control of the link.
- If licensed, potentially no interference.
- Secure private link between two sites.
- Increased speeds exceeding 1 GBps bi-directional.
- Ability to configure link as needed including hardware, distance, VPN, network settings, etc.
- Plethora of hardware manufacturers to choose from.
PTP Cons

- Tower rental fees.
- No internet natively.
- IT knowledge necessary
- Susceptible to lightning strikes.
- Rain and fog issues at higher frequencies.
- Plethora of manufacturers to choose from.
- Lack of available spectrum / Interference issues if unlicensed.
- Higher installation costs (tower crew, structural considerations)
- Spectrum hopping by you or others may lead to hard to correct interference issues.
Battle #3: PTP Unlicensed vs PTP Licensed
Unlicensed Pros

- Low cost of equipment, high network speeds.
- Easy to obtain and to initially configure.
- No license or application fees for link.
- Many different choices of hardware
- Spectrum hopping capabilities.
Unlicensed Cons

- Lots of interference issues; no recourse
- Speeds vary based on available clean spectrum.
- 2.4 GHz includes cordless phones, microwaves, Wifi, wireless mics, etc as sources of interference.
- Build quality varies widely between brands.
Licensed Pros

- Dedicated channel, higher capacity.
- Better suited for AoIP distribution
- Equipment quality is usually better.
- Licensed Link = increased reliability and less interference issues.
Licensed Cons

- Higher equipment cost.
- Licensing fees and possible consultant fees.
- Still no guarantee someone will not light up on your channel.
- Anyone can buy the equipment and turn it on.
Battle #4:

PTP Diplexed vs PTP dedicated
PTP Diplexed Pros

- Lower installation costs.
- Uses existing 900Mhz STL antenna.
- Can be implemented quickly.
- Can provide enough bandwidth for basic data services like RDS and remote control.
PTP Diplexed Cons

- Greatly reduced throughput vs most other options.
- Unlicensed in crowded ISM band.
- Reliability can vary based on modulation of the “other” carrier.
- Typically not a good choice for audio delivery.
Data is pooled on like plans to create an aggregate data cap which helps avoid overage charges.

Commercial class service. Higher QOS and prioritization on the LTE network!

Static IP address provided with EVERY access point at no extra charge!

No contracts—cancel anytime with 30 days written notice.

We use Cradlepoint M2M-class routers – no proprietary hardware!

No port blocking or restrictions on what you can do.

VPN capable. Compatible with Cisco, SonicWall and others!

We can provide external antennas - omni or directional - to get connectivity even at remote sites!
Still need a POTS line?

MaxxPhone
by MaxxKonnect

• An inexpensive VoIP to POTS solution that works with your MaxxKonnect Wireless service – or any internet connection!
• DTMF works with most common dialup site remote controls including Burk, Circuitwerkes, Broadcast Tools and others.
• Allows you to eliminate costly and often problematic copper lines to sites!
Thank you! 🎉

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