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University of Georgia's Continuing Education Center Chooses Ruckus Wireless Smart Wi-Fi to Replace Wired Network

Ruckus ZoneFlex WLAN System Delivers Range, Reliability and Capacity Throughout Huge Campus Conference and Housing Facility

SUNNYVALE, CA, March xx, 2008 – Ruckus Wireless announced today that the University of Georgia's (UGA) Center for Continuing Education has replaced its existing wired network with Smart Wi-Fi as the sole means of network connectivity for guests and visitors at the massive facility.

The move by the Georgia Center from their wired network to a completely wireless infrastructure underscores two important trends: 1) the need for more ubiquitous wireless coverage to meet demands for network access by users with myriad wireless-enabled devices and 2) technical advances made in Wi-Fi technology that now allow Wi-Fi to be used as the primary means of connectivity.

Considered the world's largest and most comprehensive university-based conference center, the Georgia Center is located on the University's Athens campus and is host to thousands of visitors every year including conference and educational program participants, UGA and Athens visitors, sports fans and political dignitaries. The Georgia Center is a four-floor, 300,000 square feet conference and housing facility that includes 200-guest rooms, two auditoriums, 18 conference rooms, five executive board rooms, state-of-the-art computer laboratories, restaurants, exhibit space and spacious banquet facilities.

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According to the Georgia Center, after an extensive search for suitable wireless solutions, the IT staff selected the Ruckus ZoneFlex system through One Media Wireless, a specialized reseller of Smart Wi-Fi system to the hotel industry.

The Ruckus ZoneFlex system was chosen because it required fewer access points than competitive alternatives, allowed for Wi-Fi access points to be deployed without Ethernet cabling and provided longer-range and more reliable signals. In addition, the ZoneFlex system significantly reduced the support burden placed on a limited IT staff.

ZoneFlex-ing to Success

For the Georgia Center, the Ruckus ZoneFlex solution included only nine ZoneFlex 2942 Smart Wi-Fi 802.11g access points and a single ZoneDirector 1025 Smart Wireless LAN controller. In addition, the Georgia Center deployed sixteen ZoneFlex 2925 Lite Mesh Gateways (LMGs) to provide Wi-Fi connectivity in locations where Ethernet cabling wasn't available. The ZoneFlex LMGs need only power to operate – acting as a single hop high-gain wireless bridge.

“We had some wireless, but that wasn't the issue,” said Corey Doster, the Associate Director of Information Technology at the Georgia Center. “The issue was reducing the support burden, providing a consistent user experience and getting reliable coverage everywhere.

According to Doster, the Georgia Center IT staff was spending an inordinate amount of time troubleshooting the cable plant. This meant bringing a third-party vendor in to constantly tune the infrastructure. “We'd been searching for a reliable Wi-Fi system that we could use to replace our wired network but most everything we found required hordes of access points and extensive Ethernet cabling to them all. The Ruckus ZoneFlex system completely changed the game.”

Doster estimated that the cost of performing the necessary wiring of the building combined with the disruption to the hotel would equal roughly \$50,000 – an amount far outside of their budget.

The Georgia Center's IT staff had been using the existing coaxial cable plant to provide both cable television and Internet access in all the guest rooms. Over time, the cable plant became outdated, difficult and costly to sustain. Meanwhile, more and more guests were coming to the Georgia Center with Wi-Fi devices and laptops, demanding wireless access.

Additionally, UGA has strict requirements for authenticating all users regardless of the access method. Previously, the Georgia Center deployed multiple authentication methods for its wired and wireless networks thereby making the user experience inconsistent. The Ruckus ZoneFlex system seamlessly integrated with the Georgia Center's preferred authentication mechanism thereby providing users with a more uniform experience.

Another key factor in choosing ZoneFlex was the 24x7 third-party support for all trouble-shooting and maintenance, explained Doster. Support and maintenance costs for the proprietary cable system ran the Georgia Center up to \$3 per room each year. With the Ruckus ZoneFlex system, this cost was cut in half.

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"The Ruckus ZoneFlex system was extremely simple to set up and fit perfectly into the university's security requirements. And the wireless mesh capabilities removed the need for costly Ethernet wiring to provide coverage in hard-to-reach areas. Before we found Ruckus, we weren't sure providing reliable, ubiquitous wireless access in such an old building would even be possible. Fortunately, we were wrong," said Doster.

Killer Coverage

The Georgia Center wasn't interested in providing Wi-Fi just anywhere. It needed to be everywhere. "We wanted killer coverage," said Doster. "Our guests are everywhere and expect a consistent experience with reliable connectivity. But extending Wi-Fi coverage to every nook and cranny can be a costly proposition because to get it you must deploy an army of APs." With the Ruckus ZoneFlex system, the Georgia Center now offers guests a seamless experience from anywhere within the facility – indoors or outdoors .

"At the end of the day, the Ruckus Smart Wi-Fi system was less than half the capital cost of any other alternative, saving us tens of thousands of dollars by not having to run Ethernet everywhere while providing significant savings in annual maintenance costs. We now have a reliable network that can be accessed everywhere, providing our guests strong and fast connections. That's what Wi-Fi is supposed to be all about."

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About Ruckus Wireless, Inc.

Based in Sunnyvale, California, Ruckus Wireless is a next-generation Wi-Fi company credited with pioneering "Smart Wi-Fi" technology. Named a 2007 Technology Pioneer by the World Economic Forum, Ruckus Wireless was formed in 2004 at Sequoia Capital. The company designs, develops and markets industrial-strength Wi-Fi systems that provide reliable distribution of delay-sensitive multimedia content and services over standard 802.11 technology. Its flagship product, ZoneFlex, is the first wireless LAN system to combine the best in centralized wireless LAN principles with state-of-the-art Wi-Fi advances such as smart antenna arrays and wireless meshing. Its MediaFlex line of multimedia wireless routers is used by more than 125 broadband operators around the world to extend digital services such as IPTV throughout the home without wires. The company's patented hardware and software technologies deliver predictable performance, extended range and real-time adaptability to changing Wi-Fi environments. The company has raised approximately \$42 million in financing from premier venture capital investors, consumer electronics companies and broadband operators. Ruckus Wireless is led by President and CEO Selina Lo. For more information, visit the company's Web site at <http://www.ruckuswireless.com>.