

Allegro's 4G plans a boon for business in SEQ

A bold capital investment by Gold coast-based telco Allegro Networks will give businesses in south-east Queensland access to Australia's best broadband services within 18 months.

The 14 month-old company, chaired by former Telstra heavyweight Ted Pretty, recently invested a seven figure sum in purchasing spectrum in south-east Queensland. The area covers the Gold Coast through Brisbane to the Sunshine Coast, and west out past Ipswich.

Allegro plan to build a WiMAX network in outer metro Brisbane and up and down the growth corridor, which will offer businesses Internet services far superior to the recently launched and much publicized Telstra 3G network.

Telstra's 3G is carrying data at 1 megabytes per second, whereas the WiMAX network will offer speeds of between 10 and 20 MB per second.

"This service will be equal if not superior to any telecommunications offering in the southern hemisphere" Allegro Managing Director David Waldie said.

"And the implications for local businesses will be enormous. Greater efficiency, greater productivity, greater reliability and faster service and support.

"It's like comparing a Toyota Corolla with a Ferrari. You are travelling down the same road, but with a completely different capacity for speed."

Mr Waldie said that while Telstra's 3G network was impressive, and a significant improvement on what was available a year ago, it was not the future.

"It's already dated in terms of what is being offered around the world," Mr Waldie said. "The future is WiMAX, a new wireless technology that is attracting billion of dollars of investment in the US, Europe and Asia. WiMAX has the potential to do for wireless what DSL has done for the old copper network. It brings the best of worlds – the bandwidth you get with wireless, and the distance and reach offered by 3G."

Mr Waldie said Telstra's 3G network had been built on the old telephone network.

"That's fine for connecting a laptop, but our WiMAX network will connect entire businesses, at speeds the 3G networks can only dream about," he said. "That is because WiMAX is a specialist IP based network, designed for carrying Internet and data traffic. It is not an upgrade to an old network, it is genuinely disruptive technology."

To create a WiMAX network, Allegro will be starting from scratch, but plans to have services on offer for businesses in South East Queensland early 2008.

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