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Vivid readies for national WiMAX

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Unwired subsidiary Vivid Wireless is planning to deploy WiMAX. The company is currently in the formative stages of a WiMAX network. Spence has already flagged the company's intention to hit all markets on both wireless and fixed-line competition.

Spence told a media briefing it was the company's goal to open a network over the next couple of years." Vivid's Perth WiMAX network is set to launch in early 2010, and Spence said the company is yet to decide whether to focus on [radiofrequency] guys off Perth and onto the next cities. We have no plans to expand nationally," he said.

Vivid Wireless CEO Martin Mercer said Vivid is poised to take on fixed lines. "After Perth it's going to be a short space of time before we start looking at other markets," Mercer said. "I've been out talking to Harvey Norman's and DiGi. The more I give them the sales speech the more confident I become about expanding nationally."

"It's going to be a hands-down win in the wireless broadband category. We're going to be positioned to actually be a viable fixed-line replacement service. Although we're the wireless broadband specialist and we're going to be a voice. This is an all-IP network, we can apply quality of service to the fixed-line replacement service."

3G NETWORKS "BATTLING": While most industry hype remains focused on its planned LTE successor, Spence said WiMAX is years ahead of 3G. "We're battling," he said, having spoken to US-based 3G operators at the recent World Mobile Congress in Las Vegas. "They don't have enough bandwidth... and if they look at the growth, the growth in the United States, July and August, equated the total mobile data

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"The demand for mobile data is just exponential at the moment. We've moved to HSPA+, HSPA MIMO, but where's the spectrum?" Spence said. "The real issue is not a lot of deployments, but at least 100MHz to be a 4G provider." Spence believes that in 2009

Vivid's Perth network will start off using 30MHz of spectrum (on top of that we're going to add 20MHz chunks later on when we

The CEO said Unwired's existing Navini networks in Sydney and Perth. "Wireless was operational in the cities. The key for us is to use towers and the other things. When we come to deploy in Sydney, we'll transfer, if we can, the customers across and keep it going un

The Navini network had "2-3 years life left in it," Spence said, "but the 3.5GHz spectrum currently in use will then be used for Unwired

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