

Ruckus MediaFlex™

Products At-A-Glance



The Ruckus MediaFlex family of customer premise equipment (CPE) is purposely designed and developed for broadband service providers. It includes sophisticated 802.11a/b/g/n wireless IPTV systems for in-home distribution of standard and high-definition multicast IPTV, in-home repeaters for receiving and redistributing a Wi-Fi signals indoors, and advanced “homespot” products that allow multiple services be offered to subscriber homes. All Ruckus MediaFlex products combine innovative, patent-pending smart antenna and traffic management technologies to reliably support voice, video and data in and around the home.

TARGET MARKETS AND CUSTOMERS

- IPTV service providers (wire-replacement for in-home video distribution)
- Triple play service providers (data, video, and voice)
- Broadband operators looking to provide more value-added services (e.g., homespots) to subscribers
- Carriers that want to offload data traffic from existing GSM (3G+) network to smarter Wi-Fi

QUALIFYING QUESTIONS (To Service Providers)

- Is the installation of in-home cables slowing down your IPTV customer adoption rate?
- Is the truck-roll to service subscribers putting a dent into your Return on Investment (ROI)?
- Do you operate a cellular network that is overly congested and looking for a way to offload subscribers to Wi-Fi networks?
- Are you looking for additional services to increase your customers' Average Revenue per User (ARPU)?
- Are you improving your network to support High Definition (HD) video services?
- Want a Wi-Fi solution that is reliable with maximum coverage?
- Do you want a fully managed in-home Wi-Fi solution?

KEY FEATURES

- BeamFlex™ — Dynamic beamforming
- SmartCast — Advanced quality of service
- FlexMaster — Remote Wi-Fi service management

KEY FEATURES / BENEFITS

- **Smart Antenna**
Extended range, more reliable Wi-Fi signals
 - *Quality of service (picks the best path for reliable connections)*
 - *Interference mitigation (automatically steers Wi-Fi signals around interference in real-time)*
 - *High performance multimedia (reliable, secure, extended Wi-Fi range)*
- **Plug and Play**
Self-installing, automatic configuration
 - *Pre-configured for plug-and-play*
 - *No installer required, it's as simple as connecting a cable*
 - *No configuration required*
 - *Service provider custom configuration parameters*
- **Optimal Wireless Security**
Automated, robust Wi-Fi security
 - *State of the art encryption, WPA2 with device unique security passphrase*
 - *SSID is hidden and suppressed*
- **Comprehensive Remote Management**
Statistics, bulk configuration, tiered administration
 - *Ease of management of a single or multiple devices*
 - *Upgrade groups of devices with a single click of the mouse*
 - *Dashboard view of managed devices for quick at-a-glance view of the network health*

