

SPECTRUM

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WELCOME

FOR SEVERAL YEARS, KORDIA GROUP HAS BEEN UNDERTAKING A TRANSFORMATION FROM 'BROADCAST TO BROADBAND'. SO PROFOUND IS THIS TRANSFORMATION THAT WE ACTUALLY PUT THOSE WORDS ON THE COVER OF LAST YEAR'S ANNUAL REPORT. AND IN THIS EDITION OF SPECTRUM, WE SEE EXAMPLES OF THIS TRANSFORMATION TAKING PLACE.

Being chosen by National Broadband Network (NBN Co) to participate in the Townsville Design Services for First Release Sites is a huge coup for Kordia Solutions in Australia. Partnering Downer EDI, this project leverages Kordia's network design and deployment expertise.

The recognition of OnKor™—Kordia's fully managed Wide Area Network solution—via an award received from CommsDay, is yet another example of how Kordia's investment in change, underpinned by its NGN platform, has created a service that is winning major applause from both the industry and customers.

Transitioning from broadcast to broadband is about having well-defined and constantly evolving services that continue to support the media sector, while we build new capabilities that are further changing the shape of our business.

As a boutique telco and media company, Kordia looks forward to providing its customers with increasingly customer-centric services.



Geoff Hunt
CEO – Kordia Group



NBN CO SELECTS DOWNER KORDIA ALLIANCE IN REGIONAL ROLLOUT

KORDIA SOLUTIONS, ALONG WITH PARTNER DOWNER EDI, WAS CHOSEN BY NATIONAL BROADBAND NETWORK (NBN CO) TO PARTICIPATE IN THE TOWNSVILLE DESIGN SERVICES FOR FIRST RELEASE SITES.

This was to create a best-in-class aerial network design for 3,100 locations (residential and business) in Townsville, with key stakeholders including utilities Ergon Energy and the Townsville Council.

“The Downer Kordia partnership was selected by NBN Co following an extensive competitive tender process,” says Peter Robson, Managing Director of Kordia Australia.

“This draws on Kordia’s extensive expertise in the design and deployment of fixed, mobile and private networks across Australia and the Asia Pacific. The project fuses Kordia’s cutting-edge capability with NBN planning requirements and the expectations of the utilities and council.”

During the process, Kordia’s key responsibilities included the survey of utility assets (including power poles, customer lead-ins and duct availability), adherence to NBN Co design principles, high level architecture plans, fibre distribution routes and fibre distribution hub locations.

It also included ‘for construction’ diagrams, outside plant equipment selection, methodology and decision matrices for design rules, documentation on asset identification, optical budget planning, production of the bill of materials, engagement with local utility suppliers—and local council.

Along with delivering the NBN Co requirements, the Downer/Kordia team has also developed an asset database register called KOST (Kordia Operations Services Team). This database allows for asset information to be collected during the field scoping phase for use during the design phase.

The database comes complete with photos, asset location, customer property entry information, conduit requirements and more.

This database was further enhanced with the development of Kordia’s iPhone application to include further information such as GPS location, videos, and audio files. The intention of the iPhone application is to enhance the efficiency of data collection in the field with immediate upload capabilities.

“Kordia is committed to offering leading edge services across the NBN,” said Peter Robson.

“Working with alliance partners and stakeholders, we are confident that our network design and innovative project applications will enable the delivery of a comprehensive range of service offerings to our customer NBN.”

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Celebrating OnKor™'s award (from left to right): Murray Goodman, Geoff Hunt, Gaynor Harrex, Drew Gilpin, Richard Lewis.

ONKOR™ A WINNER!

AT A CEREMONY HELD AT THE AUCKLAND HILTON ON 19 MAY 2010, ONKOR™—KORDIA'S FULLY-MANAGED WIDE AREA NETWORK SOLUTION TARGETED AT LARGE BUSINESSES — RECEIVED AN AWARD FOR THE MOST INNOVATIVE TELECOM SERVICE OR APPLICATION IN NEW ZEALAND 2010.

Awarded by CommsDay, this award is based on the votes of readers of industry publications—effectively a peer review of the leading companies, services and individuals in the sector.

Accepting the award on behalf of the Kordia Group, Geoff Hunt said that "OnKor™" was the product of a strategic decision to leverage our existing investment in our NGN platform and to extend this capability to the corporate market."

The result of a fundamental upgrade of many of Kordia's systems to support entry into a new market, OnKor™ is testament to the capability of Kordia people, and the organisation getting behind what is an important strategic development for Kordia."

"When you are going to enter a new market segment that already has a number of service providers, you had better make sure you have a pretty robust market strategy," says Murray Goodman, Kordia Business Manager.

"You need to be very clear about who your target customers are and how you are going to differentiate yourself from the competition. We've done that with OnKor™. After lots of hard work by a wide and diverse team at Kordia, the results are now being recognised by our peers."

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KORKOR™ TAKING WELLINGTON BY STORM

KORDIA HAS ANNOUNCED TWO NEW WELLINGTON CONTRACTS THAT ARE PUTTING ITS INTEGRATED, DIGITAL TWO-WAY RADIO SOLUTION—KNOWN AS KORKOR™ —ON THE MAP.

The most recent has been a deal with Wellington International Airport to replace its analogue communications system, and Hutt City Council following a review of its health and safety requirements.

Hutt City Council's divisional manager of inspections, Geoff Stuart, explains the council looked at a range of solutions before discovering KorKor™.

"KorKor™ was better value than the other offerings we looked at, and included a panic button, GPS tracking, RT and cell phone functionality. For us, the tracking and emergency button are crucial," says Stuart.

"A parking warden recently had cause to push the panic button and we had staff there within one and a half minutes and the police followed soon after – a great result."

In the capital, the Wellington Airport is transferring to digital after a thorough review highlighted significant benefits over the existing analogue two-way radio operation.

"Our communication systems are a key element of running safe operations at the airport. With the current and anticipated increase in volume of traffic, it was necessary to find a tailored solution that offered the best combination of coverage, service quality and price," says WIAL's IT Manager, James Groombridge.

"There were many features of the Kordia system which would make our operations more efficient such as greater coverage area, improved voice quality, GPS tracking and emergency features. In addition the flexibility of the solution allows us the ability to access advanced services in the future.

"We'll also be using KorKor™ outside the airport campus to enable critical communications with our marine rescue vessels and fire appliances," he says.

Kordia's General Manager - Sales and Marketing, Drew Gilpin, says that KorKor™ is the right solution for Wellington Airport, at the right time.

"KorKor™ is based on the TETRA digital radio standard used in some of the

busiest airports around the world - including Bangkok, Hong Kong, Changi and Heathrow.

"With this long term contract now in place, Wellington Airport will be using the same business critical two-way communications technology as the big international facilities. Their fire service, operations, and airside services will all be using Motorola handheld and in-vehicle radios on the KorKor™ network from March," says Gilpin.

"Both WIAL and Hutt City Council are also looking at implementing additional gateway equipment to enable interoperability with Civil Defence and Emergency Services," he says.

Kordia is working with local Motorola Dealer, Capital Communications, to provide full service management to WIAL. KWIK Communications is Kordia's partner in managing the ongoing needs of the Hutt City Council.

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'BIG WEDNESDAY' HIGHLIGHTS FM RE-CHANNELLING SUCCESS

WHILE KORDIA IS WELL VERSED IN ADDING ONE OR TWO FM SERVICES TO A CHAIN DURING AN OVERNIGHT OUTAGE, 'BIG WEDNESDAY'—THE EVENING THAT SAW FREQUENCY CHANGES FOR NINE SERVICES ACROSS FOUR SITES ON THE SAME NIGHT—WAS A SUCCESS WORTHY OF CELEBRATION.

With FM broadcast radio licences in New Zealand due to expire in April 2011, FM radio broadcasters have begun the process of renewing licences for the next 20 years.

As part of this process, the Ministry of Economic Development (MED)—New Zealand's radio spectrum regulator—has leveraged the opportunity to re-plan the FM radio band to return licences to a common frequency plan to improve coverage, reduce interference and potentially create new licences.

Contracted by the MED to undertake engineering assessment of the new frequency plan, Kordia also determined the transition plan for re-channelling the radio licences.

"There are approximately 760 FM radio licences in New Zealand," says Aaron Olphert, Product & Strategy Manager at Kordia. "Of these, one third need to be re-channelled. Almost 80 of these are spread across 29 Kordia sites."

As well as re-channelling the Kordia FM channel combiners, Kordia is usually requested to re-channel the client's FM transmitter.

"Managing risk is a key part of the project," says Olphert. "Once a date has been set to re-channel a particular FM radio service, the broadcaster will begin advertising the change a few weeks before the change date.

"Because this changeover date has been made public, there can be no delays. We manage this risk by undertaking detailed designs and specific implementation plans for complex sites. Temporary combiner equipment is on hand at the site being re-channelled to ensure that the re-channelling does go ahead successfully, even if there is a problem with existing combiner equipment on site."

Several smaller sites have already been re-channelled, but one of the most complex re-channelling work in the whole project was 'Big Wednesday'.

That was the night of Wednesday 19 May 2010, where Kordia simultaneously re-channelled nine FM radio services over four sites in Northland with 100% success.

"Nine service changes in the same region for both combiners and transmitters is difficult enough," says Olphert.



But add to that the requirement of it having to be done on the night, as broadcasters had been advertising the changes to their listeners—and this turned what is a routine job into something exceptional. A hefty dose of praise goes to the Kordia Field Services team for getting it done so smoothly."

There are more services to be re-channelled, and these are expected to be complete by December 2010, four months before the April 2011 deadline.

Go to www.frequencyfinder.co.nz for information on FM radio changes in your region.

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WWW.KORDIASOLUTIONS.COM