

## **SA Government appoints Adam Internet to banish broadband blackspots**

Adam Internet has beaten its industry competitors, winning a major South Australian Government project to eliminate broadband blackspots in metropolitan Adelaide by delivering a high-speed wireless network that will blanket the city.

The project will receive assistance from the Federal Government's Australian Broadband Guarantee Program and the SA Government's Broadband Development Fund. Adam Internet will also contribute to the funding of the network, ensuring metro-comparable wireless broadband infrastructure is provided across metropolitan Adelaide.

Adam Internet Chairman, Greg Hicks, said the win was a coup for the proudly South Australian business. "Securing this project proves our business' strength in the marketplace and illustrates the confidence that the Federal and State Governments have in Adam Internet to deliver such a critical service to the community," Mr Hicks said.

"Complementing the proposed National Broadband Network (NBN), the project - to be known as AdamMax - will ensure that Adelaide is on par with national and international locations that are already receiving high quality broadband. The service can be easily upgraded to take advantage of technology developments as they become available."

The rollout of AdamMax will begin in October and will take approximately 15 months to complete. AdamMax will be available to all metropolitan Adelaide residents at a cost, with those trapped in blackspot areas able to receive the AdamMax infrastructure for free. The first connections will be made in Adelaide's southern suburbs, where there are a significant number of broadband blackspots.

"AdamMax will effectively blanket metropolitan Adelaide, shining the light on blackspot areas and providing a service that is fast, reliable and great value for money. We are excited to partner with the Federal and State Governments to deliver this service," Mr Hicks said.

AdamMax operates by transmitting data wirelessly between a base station and the customer's premises. Adam Internet will light up pre-existing towers across the metropolitan area to deliver the service, with connection involving the installation of a low profile antenna on the roof of an affected house and doesn't require connection via copper cables.

AdamMax technology is capable of supporting most common residential or business communications, including constant streaming, Voice over Internet Protocol (VoIP) telephony and multiplayer interactive gaming.

Mr Hicks said AdamMax would greatly improve the sub-standard services that blackspot customers are currently forced to use.

"Ultimately, the biggest winner in this deal is the customer, who will now be able to access high speed broadband through AdamMax." Mr Hicks said.

For more information - and to register interest in receiving the WiMax service - customers can visit [www.broadbandblackspots.com.au](http://www.broadbandblackspots.com.au)