

# The Northern Light

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## *City of Bathurst to launch world-class mobile broadband network*

The City of Bathurst has signed an agreement with Red Ball Internet, a mobile broadband Internet company in New Brunswick, to bring its advanced iBurst network to the city.

Using iBurst, the company currently offers mobile broadband solutions to clients in Moncton and Fredericton. With last week's announcement, the City of Bathurst will also be able to take advantage of what the company describes as the world's most advanced secure mobile broadband system.

"We are very excited to partner with Red Ball Internet and to bring this world class mobile data system to our city," said Mayor Stephen Brunet in a news release. "This investment will be an important step in achieving cost savings for the city and introducing new, cutting edge services for our citizens."

Added the mayor: "Moreover, it will help area businesses differentiate their offerings, find new ways to improve operations and introduce new products and services."

The agreement was approved by Bathurst city council at a special public meeting on June 22.

Red Ball Internet has already made infrastructure investments to establish the iBurst network in Moncton and Fredericton. The system provides fast, efficient mobile data delivery by attaching a high-bandwidth secure mobile receiver to any stationary or mobile device.

When paired with a base station (two of which will be installed in Bathurst), the device can connect to the Internet or other connected devices, no matter where it is.

Red Ball Internet was the first company to introduce the technology to North America and is its exclusive provider in Canada.

Rather than focusing on traditional Wi-Fi used for connecting laptop computers to the Internet, iBurst—which is manufactured by Kyocera Corporation of Japan and licensed to Red Ball for use in Canada—is far more advanced, reliable and secure, said the company in a news release.

For example, Red Ball currently works with mass-transit authorities, taxi-cab companies, car dealerships and contractors to provide tools like Secure Mobile Video (constant real-time streaming views into cabs, new cars, city buses and houses under construction/renovation); Mobile Wi-Fi (high-speed wireless; like a mobile internet café) and GPS/Fleet Management (a fuel consumption reducing, efficiency and customer service enhancing tool).

Red Ball Internet is also working on a project with public utilities to help them save time, manpower and costs by remotely checking power and water meters.

"Both Moncton and Fredericton have benefitted from the services offered by Red Ball Internet and were recognized recently as being two of the seven most intelligent communities in the world," said Mayor Brunet. "With today's announcement the City of Bathurst, our local businesses and residents will gain tremendously from the benefits that iBurst provides."