



Canadian Embassy Breakfast Session

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Discover what sets us apart.



Agenda

- WireE Introduction
- The Enterprise Market
- Transparent Ethernet Value Proposition
- Case Study

About WireIE

Specialists in Ethernet Solutions

- Focusing on cost effective backhaul & access solutions using fiber advanced digital radio.

Industry leading next generation network professionals

- Servicing network operators, municipalities, and energy/utility entities

WireIE Holdings International Inc. (WireIE) is a privately held company which was incorporated 2007.

Corporate office in Toronto Canada and branch offices in Miami, Barbados, and Trinidad

NOC facilities in Texas and California supporting operators across North America and CALA



Enterprise Market - The need for speed!

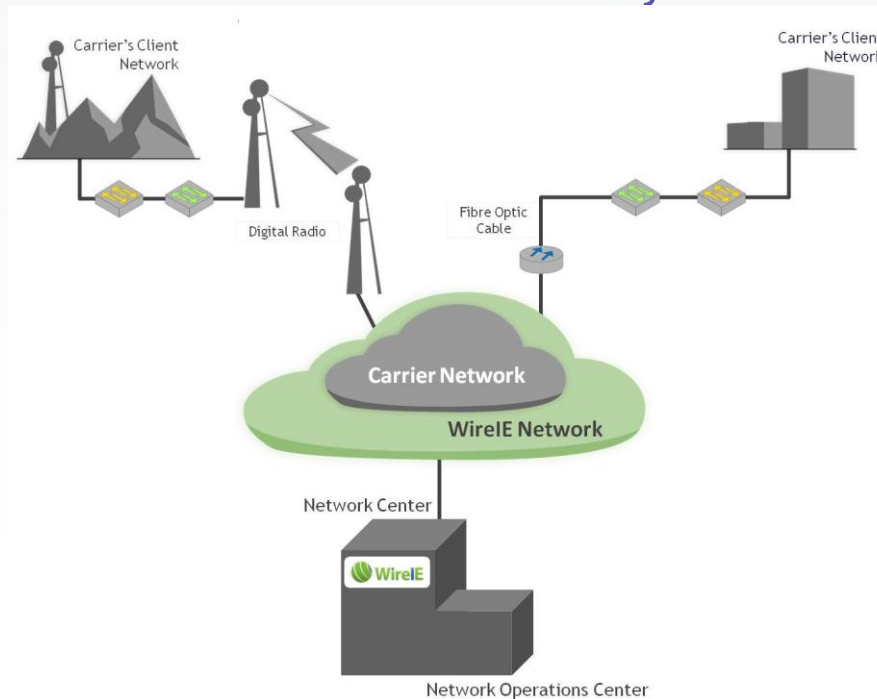
- Global Ethernet services are projected to reach \$40 B by 2014 growing at a 17% CAGR driven by large Ethernet markets including (US, Japan and UK)*
- Uptake in high-speed (10G, 40G and 100 G) will increase 10-fold by 2014 in the US.
- Top 4 high-bandwidth, low latency services
 - HD tele-presence
 - Telemedicine and Remote Surgery
 - Video Instant Messaging and Video Presence
 - Real Time Data Back-up, cloud computing and virtual servers
- Regional and rural business markets remain highly un-served even despite Broadband Stimulus Program assistance
- Some regional/rural markets not servicing close to 50% of the businesses because of high cost of fiber deployment, lack of resources, viable/cost effective solutions and regulatory uncertainty.



Many service providers are evaluating alternate forms of connectivity to achieve high-bandwidth requirements in markets where fiber is not a cost effective option

Transparent Ethernet Solutions

WireE Transparent Ethernet Solutions (TES) extend Ethernet services to remote and difficult-to-reach markets beyond urban areas.



TES solutions are designed with seamless scalability in mind, enabling you to address both current client requirements and future expansion with minimal cost implications.

The Opportunity

- ✓ Ethernet-based, engineered high bandwidth off-net circuits
- ✓ Compatible with carriers existing transport core and edge networks

WireIE Value Proposition: A White-Label Solution

- ✓ Complete end-to-end managed service from build through support
- ✓ No capital expenditures or 3rd party liabilities
 - ✓ Carrier grade SLAs
- ✓ Tactical partnerships for best of breed solution

TES Case Study: Point-to-Point Ethernet Extension

Challenge: Service Provider desire to extend its wireline/wireless footprint into off-net region to support remote government offices

Business Perspective

- Need to increase revenue opportunities in light of a commodity service offering and increased competition
- Expensive CAPEX costs for network deployment
- Heavy reliance on competitors in off-net regions

Opportunity Perspective

- Cost reduction
- Incremental income from existing and potential markets currently not served
- Offering SLA and SLO based services
- Increased services footprint and business case in smaller regional underserved markets
- Regaining a competitive advantage
- Significantly reducing competitive dependency

Financial Results

- No CAPEX spend
- 30% reduction of cost from original circuits

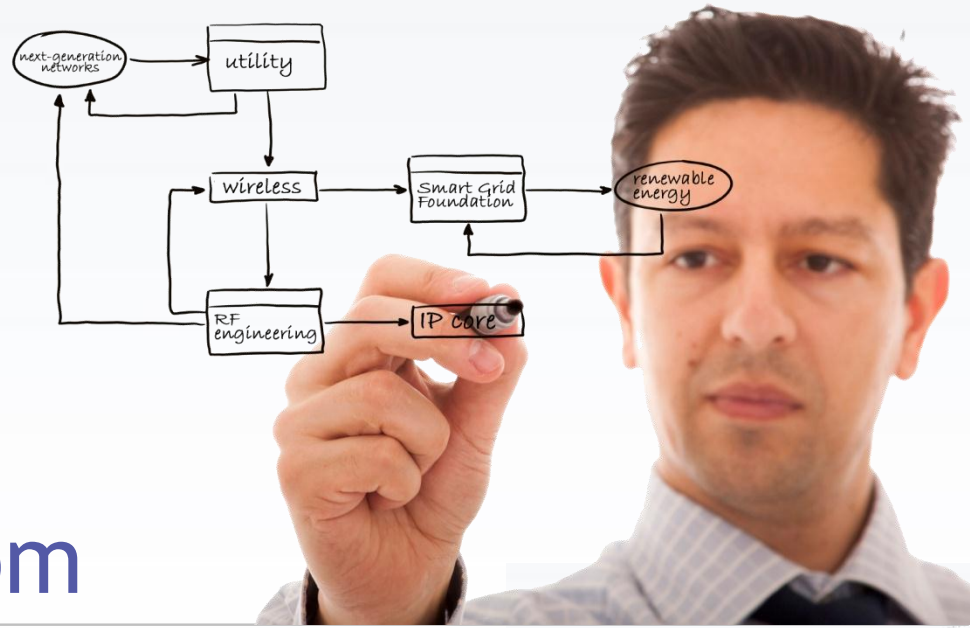
Solution Results

- Hybrid digital radio/fibre circuits delivered within 60 days
- Increased remote office capacity from T1 to 6 Mbps Ethernet. Upgradeable to 2xGigE
- Significant performance increase (throughput + latency)

Summary

- Demand for high-bandwidth Ethernet for enterprise customer is rapidly increasing 10-fold by 2014
- Service providers need to take the no-bids and the losses and turn them into revenue opportunities
- We delivered in a timely and cost effective way

Many service providers are evaluating alternate forms of connectivity to achieve high-bandwidth requirements in markets where fiber is not a cost effective option



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