



## DATA OFFLOADING OF MOBILE 3G SERVICE IN SOUTH BEACH ASIA - PERU

The Boulevard of Asia is located 100 kilometers south of Lima, Peru. Asia's beaches are the most exclusive of Lima and with a growing influx of tourists, especially in the summer months. Thus, they have become undoubtedly, in the resort of the middle and upper class in recent years where the owners of corporations and / or companies, managers and executives choose this place and that's where the demand and need for Broadband is essential. The broadband coverage by 3G mobile technology is not enough in those seasons due to the exponential increase of Cell Phones, Smartphones, Tablets, USB modems and so on that need to be connected to Internet. As traffic growth is outpacing the ability to deploy 3G networks, this project foresees to provide a solution for 3G Data Offload with the use of Wi-Fi Technology to share the traffic download of the 3G Data Service and provide a better user experience and avoid saturation on the CLARO's 3G Mobile Networks.

### TECHNICAL DETAILS

**Client:**

América Móvil del Perú S.A.  
(Claro)

**Location:**

Asia. Lima South Region

**Solution:**

Data Offloading 3G Mobile Service

**WebSite:**

[www.claro.com.pe](http://www.claro.com.pe)

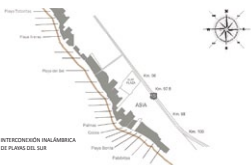
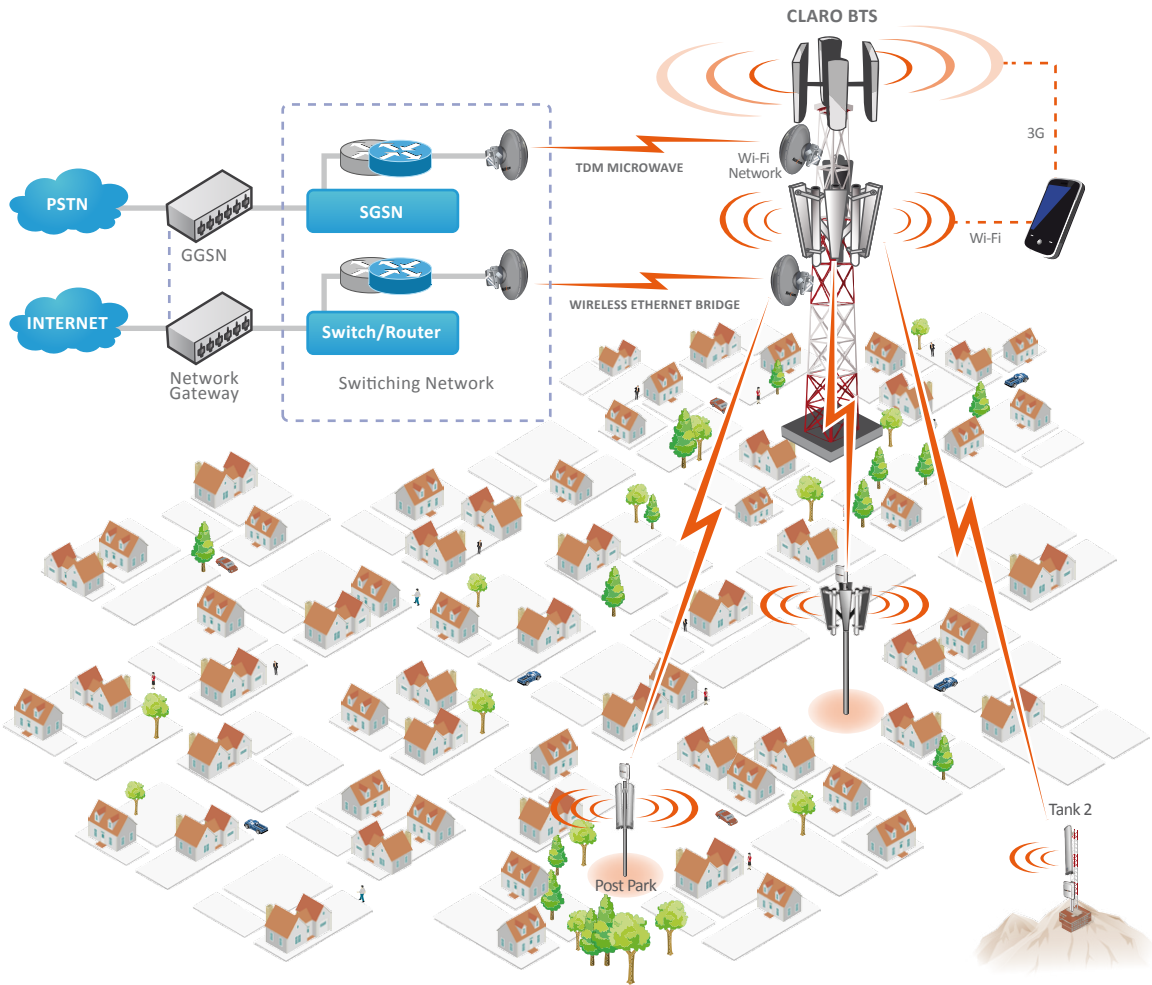
### CUSTOMER DESCRIPTION

Claro, the second largest telecommunications company in Peru, is the brand with which America Movil SA operates in Peru. This company offers services to the Peruvian market with GSM 1900 MHz band and EDGE network available with a 1900 MHz UMTS network. Claro has been the first company to launch 3G service on

a GSM platform (since 2008) by using HSDPA technology in 850 MHz band at speeds up to 1.5 Mbps. Taking advantage of these features, Netkrom has complemented providing an efficient service to end users to satisfy their need for access to multimedia content in a quick way.

**PROJECT DESCRIPTION**

Netkrom’s Project will give a wireless internet coverage to the south beaches, which they are Totoritas, Arenas, El Sol, Bonita Palabritas, Cocos, Palmas, El Golf, Sol y Mar, and Naplo, where in each of these beaches are guaranteed 100% Outdoor Internet Access (relative to the outer areas of free movement within the boundaries of the condominium) and an Indoor partial coverage (referred to areas within the condominium, for example, internal environment of a home) where the interconnection to navigate through the Internet at an acceptable speed considering that the browsing speed depends on the bandwidth assigned to each beach from Claro Company and traffic that may exist at the time of use. This is achieved when a Wi-Fi network from our Netkrom’s equipment is ready and the Offloading process begins which allows the user to choose which type of network to be used and will be switched by the remote server to perform the Offloading process.



The Boulevard of Asia is located 100 kilometers south of Lima, where the beaches of the South (Totoritas, Arenas, Sun, and Nice Little Words, Coconuts and Palmas) belonging to the Boulevard of Asia.

**BENEFITS**

- Relieve traffic overload on 3G Networks.
- Reduce the investment required for more 3G networks.
- Ability to associate multiple users while maintaining the Internet service to all simultaneously and without interruption.
- CAPEX and OPEX reduction of investment for the operator.