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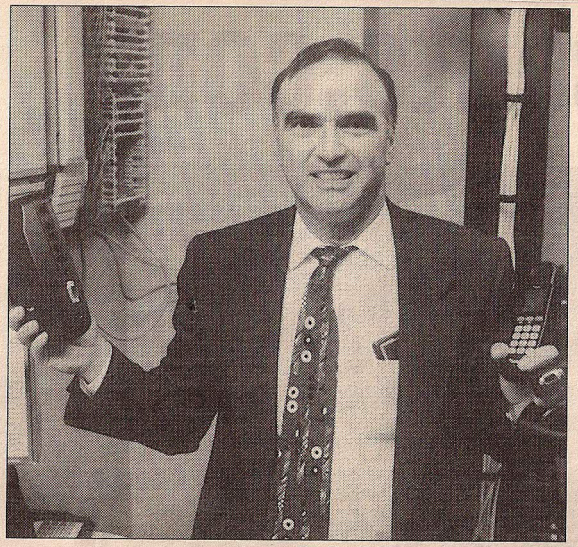

Hugo Marello demonstrates the new Airway System of wireless technology.

Photo by Spike Love

WIRELESS TECHNOLOGY: the new frontier

MAR Communications introduces revolutionary new Airway system to Toronto

Hugo Marello, President of MAR Communications Ltd. admits he has always had an interest in technology and what some may consider "electronic gadgets". But he came across some particular technology on the Web eight months ago that now has his company at the forefront in one of the newest sectors of Canadian high tech - wireless technology.

"Wireless is the next great opportunity," explains Marello as he unholsters a brand new wireless device from another Canadian company, Research In Motion. "With this device, I can respond to my e-mails immediately. It even turns itself on to notify me of upcoming scheduled activities. And it's all wireless."

Marello, a professional engineer, has been caught up in the telecommunications industry for over four years and through the Professional Engineers of Ontario, recently chaired a symposium on wireless technology in Canada. Participants such as Research In Motion, Siemens Canada Ltd and Rogers AT&T Wireless made presentations on a variety of topics, all addressing where the industry stands and where it is going in Canada.

"Wireless technology will change the way we do business", explains Marello.

One of the latest wireless products to hit the Canadian market, thanks to MAR Communications, is the Airway System. The system provides a solution to connect not only telephones but also PCs, fax machines and Internet access - wirelessly.

The Airway System consists of several components. The main component is the Controller, which accepts up to four phone lines and an Internet line and acts as the "brains" of the system. The Controller is the router, Internet proxy server and switch, all in one small box. The wireless handsets can access each of the phone lines and has a large LCD display that provides users access to menu features as well as the convenience features such as Call Display.

The system is digital and incorpo-

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Wireless system geared to small business

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rates state-of-the-art security technology to ensure the highest level of privacy and protection.

The connection of your Internet line and fax line (the fax line uses one of the available phone lines) are all made using the Airway System DataJack or PhoneJack. These components act as the transmitter and receiver to and from the Controller - again wirelessly. The wireless PC network connections are made using a serial port connection while the fax machine connection is made using regular phone cable. For high-speed Internet access, another component, the TransPort, enables up to 63 users to share a single high-speed connection (the Transport will be available in Canada later this summer.)

The primary advantage of the Airway(tm) System is that it allows small/midsize organizations to incorporate a robust telephone/networking solution, which requires absolutely no maintenance and can be installed in minutes - by anyone. And perhaps the biggest benefit is that it is transportable; when your company moves, it moves with you - an important consideration for any company.

The components are available separately or in packages and prices start at a suggested retail price of $899 for the SOHO kit, which includes the entry-level, Controller (two phone lines and one Internet line), a handset and a DataJack.

The upgraded package, which retails for $1099 includes the larger Controller, which handles up to four phone lines and one Internet line.

"The [Airway(tm)] system isn't for every organization, but for the home-based business or small to midsize organization, it certainly provides an attractive alternative to conventional systems," says Marello.

Hugo Marello's initial discovery of the Airway(tm) System on the Web eight months ago has helped position MAR Communications as a provider of leading edge wireless technology to businesses across Canada.

MAR Communications Ltd can be reached on the Web at www.marcommu-