



## **Brazilian WISP Selects Proxim Wireless' Unlicensed WiMAX and Wireless Backhaul to Deploy Broadband in 10 Cities**

### **Sao Paulo-Based RDL Comunicacoes, Ltd. Utilizes Proxim for Broadband Service in Rural and Metro Cities Throughout Brazil**

SILICON VALLEY, CA, Mar 17, 2010 (MARKETWIRE via COMTEX News Network) -- Proxim Wireless Corporation (OTCQX: PRXM), a leading provider of complete indoor and outdoor wireless broadband ecosystems, today announced that RDL Comunicacoes, Ltd., a Sao Paulo-based WISP, has deployed Proxim's unlicensed WiMAX and wireless backhaul technology to enable broadband service in 10 cities throughout Brazil.

Utilizing a combination of Proxim's Tsunami(TM) QuickBridge and new Tsunami QB-8150 radios for wireless backhaul and Proxim's Tsunami MP.11 unlicensed WiMAX radios to provide wireless access, RDL has deployed an end-to-end wireless broadband network with the capacity needed to support subscribers in 10 cities at a fraction of the cost of deploying fiber or copper cables. The cities in which RDL has currently launched service via Proxim's equipment are: Barueri, Caieiras, Carapicuiaba, Cotia, Franco da Rocha, Jandira, Itapevi, Osasco, Santana do Parnaiba and Sao Paulo.

"When evaluating solutions, we knew that rolling out service to these distributed cities via fiber or copper would be completely cost prohibitive," said Ronaldo da Silva Nunes, Director at RDL Comunicacoes, Ltd. "Not only does Proxim provide better price and similar to or better performance than wired networks, but Proxim also performed better than the other wireless vendors we tested. And with Proxim, we get a one stop shop for all our wireless needs -- from wireless backhaul to wireless access."

To deploy fiber, it would have cost RDL up to \$6,500 per kilometer. Some of the Proxim Tsunami QB-8150 wireless backhaul links operate at up to 40 km hops -- distances that would cost up to \$260,000 to connect via fiber. RDL worked with Proxim distributor Seal Telecom to identify the best wireless solutions for reducing these large deployment costs. As a result of utilizing Proxim's wireless backhaul and unlicensed WiMAX solutions, RDL estimates a complete system ROI of less than 12 months.

"At Proxim, all we do is wireless. We have a complete wireless broadband ecosystem, which gives us the ability to deploy broadband networks that perform similar to or better than wired networks, but for a fraction of the cost," said Mauricio Meirelles, Regional Technical Sales Manager in Brazil for Proxim Wireless. "As a result, we have a great deal of experience displacing wired technologies and accelerating ROI for our customers' broadband networks."

To download a FREE informational kit on the benefits of wireless for rural broadband, please click [here](#).

About Proxim Wireless Proxim Wireless Corporation (OTCQX: PRXM) provides Wi-Fi(R), WiMAX, Point-to-Multipoint and Point-to-Point Backhaul technologies for a complete indoor and outdoor wireless broadband ecosystem. Our systems enable Service Providers, Governments and Enterprises to deploy fixed and mobile security and video surveillance, indoor and outdoor Wi-Fi, business and residential internet access and cell tower backhaul. Proxim has shipped more than 2 million wireless devices to more than 250,000 customers in over 65 countries worldwide. Proxim is ISO 9001-2008 certified. For more information, visit [www.proxim.com](http://www.proxim.com). For investor relations information, e-mail [ir@proxim.com](mailto:ir@proxim.com) or call +1 413-584-1425.

Safe Harbor Statement Statements in this press release that are not statements of historical facts are forward-looking statements that involve risks, uncertainties, and assumptions. Our actual results may differ materially from the results anticipated in these forward-looking statements. The forward-looking statements involve risks and uncertainties that could contribute to such differences including difficulties in overcoming the network installation and operational challenges relating to any specific customer or geographical area; factors such as weather, geographic, governmental, and interference issues that may increase the costs and difficulties of wireless deployments; uncertainties as to the ability of wireless networks to provide better price and performance than wired networks for any specific customer in any specific situation; specific requirements of a given customer in their specific situations; and difficulties or delays in supplying products with the features, performance, compliances, certifications, cost, price, and other characteristics desired by customers. Further information on these and other factors that could affect Proxim's actual results is contained in the filings made by Proxim with the Securities and Exchange Commission (available at [www.sec.gov](http://www.sec.gov)), including without limitation in the Annual Report on Form 10-K filed by Proxim on March 31, 2009, and will be included in postings made by Proxim from time to time with the OTCQX ([www.otcqx.com](http://www.otcqx.com)) and in its other public statements, which may be available on Proxim's website ([www.proxim.com](http://www.proxim.com)).

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