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ZTE helps Zapp launch HSPA in Romania

Background & Scale

Zapp is the leading wireless broadband services provider in Romania, delivering mobile and fixed broadband data service, affordable mobile voice services, including VoIP.

Zapp is the first operator in the world that has exploited the benefits from the combination of HSPA & CDMA technology (high-capacity voice/high-speed data services) with the propagation advantages of low frequency 450 MHz spectrum.

On its newly acquired 2100MHz frequency, Zapp select ZTE as strategic partner to launch its HSPA service covering the main 124 towns and deliver super-broadband wireless service in Romania. The implementation of HSPA network is achieved via overlay the existing CDMA 450 network. All the 2.1G HSPA sites are co-located with CDMA BTS. In ZAPP network, ZTE offer the distributed BBU+RRU product, the BBUB can easily integrated into the existing cabinet, requiring no extra spaces for the installation of BBUB on the site, RRU can be directly installed on the tower or the pole that is close to the antenna, ensuring the reduction of feeder loss and improving the network coverage and performance. With the distributed Base Station solution, 30% of the CAPEX for the network construction can be saved and the network deploying time can be reduced by 30%.

HSPA service demands for wide transmission bandwidth of the Base Station, and considering the transmission efficiency improvement and transmission rent cost factor, 80% of the cost on transmission can be saved by IP technology compared with E1 transmission. ZAPP is very much satisfied with ZTE's all-IP WCDMA system structure that can easily deploy an IP UTRAN network.

ZTE is also one of the major CDMA supplier in the world, has rich experiences in CDMA/WCDMA/HSPA network construction. This is the other reason ZAPP bear full confidence in ZTE providing excellent CDMA/HSPA co-existence solution in due time, and the successful implementation of the network proves that the decision making is right.

Solution Highlights & Key Benefits

- High performance HSPA service providing maximum 14.4Mbps HSDPA service and 2Mbps HSUPA service.
- Co-site with CDMA450, HSPA overlay solution.
- Fast roll out capability by distributed Base Station.
- IP-based transmission solution, driving down the total cost.
- ZTE's rich experiences in CDMA/WCDMA/HSPA network construction and excellent CDMA/HSPA coexistence solution help ZAPP greatly protect the current investment on CDMA network and introduce the high speed data service.

Project Milestones

- In 2009, 290 Node Bs deployed.
- By the end of 2008, 130 Node Bs delivered.
- On June 1, 2008, 170 Node Bs deployed.
- On Dec 21, 2007, contract assigned.

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