

## ***TCM Mobile test drives network in Syracuse***

06/05/09 02:57 PM

SYRACUSE - A company developing a new type of cellular technology has built and deployed a network demonstrating its capabilities in downtown Syracuse.

TCM Mobile, LLC, founded in 2003, uses a patented system to deliver cellular voice and data service through the portion of the electromagnetic spectrum normally used for Wi-Fi service. The system can also deliver location-based advertising.

The company, based in Overland Park, Kan., has been working in Syracuse for about two years.

A member of the firm's board of directors had some connections with the area and TCM eventually opened an office in the Syracuse Technology Garden on Harrison Street, says Haim Yashar, company president.

Yashar says the company began working here because of the support it received from the Tech Garden and other local officials.

TCM built the Syracuse network mainly for testing and evaluation. The company is holding a press conference at the Tech Garden today (June 5) to officially unveil its local network.

"We've been uploading the network with simulated traffic, testing for interference, roaming, everything," Yashar says.

TCM employs about 20 people total, including a research and development group in Israel and two full-time employees in Syracuse. The company declined to disclose its financial information.

The Wi-Fi spectrum's main advantage is that it's free and unlicensed, according to TCM.

Every telecommunications company in the world uses the electromagnetic spectrum to transmit information. That includes television, cell phones, radio signals, and more.

The spectrum has been getting crowded and the Federal Communications Commission (FCC) regulates much of it, Yashar explains. An FCC auction for the rights to new parts of the spectrum in 2008 brought in more than \$19.5 billion from some of the world's largest telecommunications firms.

Using the free Wi-Fi spectrum means no FCC auctions, Yashar explains. That saves companies plenty of money.

In addition, the equipment TCM has developed to tap the Wi-Fi spectrum is small and can be placed on the rooftops of buildings. That eliminates the heavy infrastructure investment companies need to make to access new spectrum after they spend billions to acquire it, Yashar says.

TCM is looking to partner with a company that could use its technology to expand. Regional cell carriers are potentially good targets, Yashar says.

"It could be any company that wants to expand their market share without investing in the spectrum or spending money on that infrastructure," he says.

Even cable companies or Internet companies are potential partners. Any firm that wants to grow in the cellular area without investing large amounts of cash could benefit from TCM's work, Yashar says.

"We are trying to do what we're best at," he says. "And that's to continue to develop this technology and some related products."

There is even a chance national carriers could be interested. With the electromagnetic spectrum becoming more and more crowded, larger companies are going to need more space for their traffic at some point, Yashar says.

TCM has started talks with a number of potential strategic partners, he adds. As for the network in Syracuse, the company may look to deploy it commercially in the coming months, depending on what happens in its partnership talks.

The firm could operate the network commercially itself, Yashar adds.

In addition to the infrastructure the company developed to operate the network, TCM has developed handset technology.

"It looks like a regular cell phone," Yashar says. "As a customer, you'd get the phone and you don't really notice it's this technology or another technology."

TCM is working on a phone with dual functionality that will be able to switch back and forth between the Wi-Fi spectrum and frequencies used for traditional cell service. The idea is for the phone to switch automatically so users won't even notice what's happening.



RUBENSTEIN PUBLIC RELATIONS, INC.



**June 5, 2009**

### **New cell technology developed here in CNY**

Syracuse (WSYR-TV) - A young international tech company says Syracuse is at the center of a breakthrough for a cheaper alternative to traditional cell phones.

TCM Mobile, which has a facility in Israel and the Technology Garden here in Syracuse, has been using Syracuse as a test market for its new phone service, which was unveiled Friday.

It may not look any different than a regular cell phone, but TCM says it's what you can't see: the brains inside, they say, that makes this vastly different.

"On any other phone, when you need to use the Internet, you have to connect to the Internet first or to the wifi -- by us, you're connected all the time," says TCM Mobile chairman Joseph Rubinstein.

And you won't be paying any extra for it. The company is building its new system right here; it's internet-based and uses free unlicensed frequencies, allowing for a cheaper cell service.

"They have this huge pipe that's at least ten times bigger than what we have today with cell phones, and we can use that to fill it up with other types of products, services, technology," says John Turner with the TCM Mobile board of advisors.

Throughout downtown Syracuse, the company actually has nine base stations that they've been testing; one is on the top level of the parking garage across from the Hotel Syracuse, and its those base stations that they've been working on that are key to the technology.

"If you're successful here in downtown Syracuse, you will be successful any other place -- it's very dense and massive," says TCM president Haim Yashar.

The company also says the Technology Garden itself is key to its success, and should be a signal to other tech companies great ideas can go worldwide from Syracuse.

TCM doesn't expect to roll out this new service in Syracuse just yet. It says it's really concentrating on the technology, but is talking with companies who could help or fully provide the service.



TCM is also in talks to move into countries like China and India.