

# Incredible Connection, MaxConnect partner for broadband roll out

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Technology specialist retailer Incredible Connection has partnered with Maxwell Technology, a satellite-based Internet and data solutions provider, to roll out reliable high-speed broadband to areas where there is limited or no data coverage.



Satellite broadband might be a solution for people in remote areas. Image: noonhh [Free Digital Photos](#)

MaxConnect is a broadband solution that is powered by Avanti Communications, a global satellite operator.

The two companies say that MaxConnect was specifically designed for SMEs and is ideally suited for the agricultural and hospitality sectors. MaxConnect provides access to the Internet via the satellite network.

The installation comprises a satellite dish, a modem and a wireless router. MaxConnect says the technology provides reliable Internet access directly from the satellite and does not use towers, masts or terrestrial infrastructure.

SA continues to lag behind its peers in terms of broadband roll out, despite Internet connections rising 16% over the last year. In its strategic plan presented to Parliament earlier this year, the Department of Communications said that it would prioritise broadband penetration over the next five years.

## Satellite solution

The National Development Plan set a target of 100% broadband access by 2020.

Incredible Connection's Marco van Niekerk said on Monday (18 November) that satellites helped overcome geographical barriers, terrestrial network limitations and other constraining infrastructure issues. Van Niekerk said that satellite

broadband was the ideal solution for anyone who did not have access to other broadband alternatives.

"(Our) mission is to provide a diverse range of technology to suit customers' needs," Van Niekerk said.

Maxwell Technology director Kallie Carlsen said that advances in satellite technology had made it an affordable alternative for SMEs.

"Satellites provide a flexible, universal, reliable means to address a wide range of communications needs, especially in rural areas.

Carlsen said the satellite connection suited customers who live in under-serviced areas. "Through Incredible Connection, customers can now select an always-on broadband package that suits their needs and their budget, no matter where they live," Carlsen said.

The MaxConnect system also gives users "a free zone" between midnight and 5am daily. Any Internet data used during this time is not deducted from the allocated and paid-for bundle.

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