

SYSTIMAX® SOLUTIONS

SYSTIMAX® Solutions Chosen for Cairo Development

SYSTIMAX® SCS serve data, voice and entertainment systems

The US\$700million CITYSTARS development in Heliopolis near Cairo Airport in Egypt, is one of the largest commercial developments in the Middle East. It combines state-of-the-art offices and apartments with a world-class shopping and hotel complex. Serving all these facilities is a high-speed communications infrastructure with 50,000 outlets, built using SYSTIMAX GigaSPEED® and OptiSPEED® Solutions.

CITYSTARS is the first development of its type in the Middle East to offer voice, data and entertainment over structured cabling. SYSTIMAX® Solutions were selected to meet this need because they could reliably support services ranging from Gigabit Ethernet to broadband video.

Businesses occupying the 70,000m² of floor space in the site's 10 buildings will have access to services including IP telephony and broadband internet

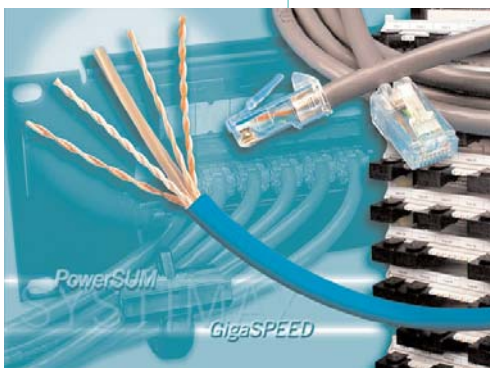
connections. Through the same cabling infrastructure, residents in 266 apartments and three hotels (two five star and one four star hotel) will be able to use satellite TV and video-on-demand services. More than 4,000 video/TV outlets in the complex will allow tenants and hotel guests select from over 100 broadband satellite channels.

"A single unified communications infrastructure is central to our concept of a globally connected facility for both business and leisure," said Sheikh Sharbatly, joint owner of the CITYSTARS development with Hassan Sharbatly. "We wanted a complete, end-to-end copper and fiber solution from one supplier, but we had to be sure that supplier provided the best quality and completely reliable product. That is why we chose SYSTIMAX Solutions™."

The SYSTIMAX GigaSPEED Solution is used for the horizontal cabling that connects offices, shops, apartments and hotel rooms. It provides all these facilities with 250MHz communications bandwidth and exceeds the specifications of the ratified Category 6 copper cabling standards.

To complement the GigaSPEED Solution, site designers chose single and multimode OptiSPEED fiber solutions for the network backbones.

The singlemode fiber, capable of carrying data at rates up to 100 Gb/s, is used in campus links while the multimode fiber is used for risers within the buildings. SYSTIMAX SCS provides the high, end-to-end throughput needed to support CITYSTARS full range of requirements both now and as they grow over the years to come.



“ When choosing suppliers for the infrastructure at CITYSTARS we looked as closely at the companies as at their products and system design. World-leading communications are a key part of the facilities we provide to tenants and visitors, so it's essential that suppliers offer the backup services and guarantees to ensure they always give full performance. ”

Mr Hassan Sharbatly, Joint Owner of the CITYSTARS Development

Each building has a Main Distribution Frame (MDF) on the ground floor linked in a ring to MDFs in the other 9 buildings via singlemode fiber. Within the buildings, each MDF is linked to Intermediate Distribution Frames (IDFs) on the floors above via multimode fiber risers. In some buildings there is an IDF on each floor while, in others, there is just one on the top floor.

MDFs and IDFs are also connected with communications closets on each floor via multimode fiber backbones. The exception is where there is an IDF on each floor, in which case a communications closet is integrated with this. The closets contain SYSTIMAX PATCHMAX® patching hardware, which uses RJ45 connectors to patch connections through to the correct service.

CITYSTARS project managers started looking for a cabling supplier early in 2001. The company they chose was SYSTIMAX Solutions BusinessPartner, TriTech, a 160-strong organization based in Giza. Work began on networking the complex in October 2001 and was completed in July 2002. To design the system and plan cable routing, TriTech worked with the Shaker Consultancy group, also based in Giza.

Cabling performance was not the only factor favouring TriTech and SYSTIMAX Solutions. The guarantees and backup provided with SYSTIMAX Solutions were also important. Certified SYSTIMAX SCS installations not only have a 20-year warranty on all components, they also have application assurances for all popular networking applications.

"When choosing suppliers for the infrastructure at CITYSTARS we looked as closely at the companies as at their products and system design," said Hassan Sharbatly. "World-leading communications are a key part of the facilities we provide to tenants and visitors, so it's essential that suppliers offer the backup services and guarantees to ensure they always give full performance."

During installation, TriTech will use more than 2000Km of GigaSPEED cabling and 20Kms of OptiSPEED fiber to connect the site's 50,000 outlets. All this is being installed against tight schedules for each building as the project moves towards its July 2003 completion date.

Among the most demanding applications for the cabling is the broadband video service. This had to be carried by copper cabling over distances of 100 meters. Testing during installation showed that the GigaSPEED Solution provided the performance that was needed.

"This is one of our largest cabling projects to date in the country and one of the most advanced structured cabling systems in the world," said Mohammed El-Kanary, Country Manager, SYSTIMAX Solutions, Egypt. "CITYSTARS is optimized for living, leisure and business in the 21st century, and SYSTIMAX Solutions was the best choice for the communications infrastructure at the heart of the development."

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