

The Advertiser: Connect
Page 12
Wednesday 6 August 2008
size 19 cm x 10 cm

Telstra taken out of equation

HATS off to whoever it was who came up with the name "Naked DSL". Sure beats Unconditional Local Loop (ULL) broadband service, doesn't it?

The folks at Adam Internet have been marketing Naked DSL heavily lately – perhaps you've noticed the TV ad with the portly subscriber.

Adam tells me it went ahead with rolling out its Naked DSL service despite long delays in determining pricing.

The delay was caused by Telstra and the Australian Competition and Consumer Commission undertaking a protracted review process that forced many ISPs, Adam among them, to just go ahead and roll it out.

"We believed that Adam Internet's customers should be given the opportunity to decide about the quality of their telecommunications suppliers

based upon the suitability of our products and the quality of the service we provide, rather than on price alone," says Adam Internet's managing director, Scott Hicks.

Kudos to Adam Internet and any other ISP that bit the bullet and went ahead with Naked DSL, even where it meant facing operating losses.

So why would you go for a Naked DSL service? The immediate benefit comes from not paying a monthly line rental fee.

For many consumers, a mobile phone is their principal communications device. A landline is simply a waste of money. However, the stumbling point is any service that relies on a landline connection.

A Foxtel subscriber, for instance, needs a landline for ordering movies. Monitored security systems need a back-to-base landline connection.

Foxtel subscribers have three methods to overcome the need for a landline.

Firstly, when renting a movie using a Foxtel remote, the user is given a number to call.

This call can be made via mobile or with a VoIP (Voice over Internet Protocol) phone, which Adam can provide as part of a Naked DSL package, as can other ISPs.

A VoIP phone uses the internet to send a voice call, sharing the same lines as data content.

If an AdamTalk VoIP-capable phone port is located near the Foxtel box, it works with the same transparency as a landline connection.

Also, Foxtel sells a telephone line extender, which is plugged into the Foxtel box at one end with the other plugged into a VoIP phone.

Foxtel advises this is not officially supported by Foxtel but

that it "may work" in some instances.

As for security services, Adam Internet has a working solution with the Royal Automobile Association and is talking to other security companies about networked solutions.

Naked DSL works by plugging a VoIP-capable modem/router into a phone wall socket. A VoIP phone and the user's computer are each plugged into the modem/router. The home is linked to Naked DSL services through a connection to a local DSL telephone exchange.

Telstra was forced via regulatory measures by the ACCC to provide access to its cabling infrastructure to enable Naked DSL connections to be available, even where the user chooses not to hold a landline account with Telstra.

Chris Oaten