



### The Challenge

Building owners and managers of all types of building from hotels to hospitals are under pressure to provide ubiquitous in-building wireless (IBW) coverage. There are several reasons why they are compelled to address this issue.

We know that 90-95% of mobile data sessions originate inside buildings and building users now expect support for all mobile operators and emerging technologies, such as LTE. In those buildings where the operator will not provide wireless coverage the need to deliver falls back on the building owner. Landlords are driven by tenants who are increasingly asking for in-building wireless coverage. At the same time local authorities, healthcare trusts and companies now accept that the adoption of in-building wireless coverage not only meets the needs of staff or tenants to have wireless access anytime anywhere, but can also increase staff productivity, save money and give them a competitive edge. In addition the building owner has to provide public safety radio, which is sometimes required by legislation.

### The business case for IBW

#### Enhanced Lease Value and Strong ROI

Traditionally, the operator owned business model has been the more prevalent within the IBW space. However, increasingly building owners and managers are investing in effective and reliable wireless coverage to differentiate themselves as well as reaping the significant financial rewards that premium IBW can bring

- Lower insurance premiums
  - IBW coverage improves fire and life safety
  - Up to 10% reduction in insurance premiums
- Competitive edge over other building spaces
  - Through improved Quality of Service
  - Potential for higher lease fees
  - Tommy Russo, CIO Akridge Real Estate Services "Tenants are starting to ask for in-building wireless in their lease contracts. Having it gives us an edge over competitors"
- Reduction of cost through improved energy efficiency inside the building
  - Wireless applications such as motion sensors, door locks, lighting, alarm sensors, reduce energy consumption and therefore operating costs
- Unified public safety and cellular communications
  - Addresses health & safety requirement
  - Cost saving by deploying ONE solution for all wireless needs



- Enterprise owned models becoming more common
  - Healthcare – many facilities/IT teams look closely at modernising their in-building coverage to take advantage of new wireless patient connectivity, RFID and Wireless Medical Technology Service (WMTS)
  - Education – now more pro-active in securing in-building coverage

## The Solution

### Benefits of Zinwave 3000 DAS

Zinwave 3000 allows the building owner and manager the confidence that all expectations can be met and all future needs can be covered on one system. Zinwave offers the most cost effective system in the sort multi-service, multi-operator environment seen in every building today.

#### Smart Solutions, Simply Connected

- One Solution, One System for all your wireless needs from 150 MHz– 2700 MHz
- Multi-service using just 4 components regardless of service mix including public safety and cellular
- Flexible and scalable to meet the needs of any size building or campus
- Reduced inventory costs due to low component count
- Delivers lowest planning, implementation and maintenance cost

#### Enable Your Wireless Future, Today

- Design and install before final service mix is decided
- Add services without costly and disruptive upgrades
- Your investment is protected with all current and future services supported

#### Solutions Through Experience

- Trusted to deliver reliable wireless solutions every time
- Strong portfolio of projects across 4 continents across all vertical markets

## In Summary

Zinwave's unique wideband approach offers the only truly future-proof DAS and provides building owners and managers with the most flexible solution for implementation, regardless of frequency, modulation or need for specialist services. The Zinwave 3000 removes many of the traditional issues and considerations associated with delivering multiple RF services inside buildings, and enables the building owner or manager to deploy coverage now safe in the knowledge that if they need to add new services in the future their Zinwave investment already supports them!