



The Challenge

In-building wireless coverage is one of the biggest challenges facing mobile operators today and with mobile data use increasing along with the introduction of LTE it is essential that a cost-effective solution is deployed quickly and efficiently.

Operators are reporting that 90-95% of data sessions originate inside buildings and mobile data traffic is growing 10 times faster than the revenue generated from it. The higher frequency allocations issued by the regulators coupled with the modern building materials used, such as metallised glass, means that penetration of a building by the macro network is impractical. In addition the increased data use allied to poor coverage is creating inefficiencies and bottlenecks in the backhaul network along with overload in the macro network. It is clear in-building wireless (IBW) coverage must form part of an operator's strategy to support LTE.

The business case for IBW

Strong RoI and Increased ARPU

In addition to increasing mobile data use, mobile operators are also driven by a need to access new revenue streams, increase Average Revenue Per User (ARPU) and generate a return on their spectrum investment. They look to IBW to provide the solution in a number of ways:

- Differentiation from the competition through improved Quality of Service
- Improved coverage increases ARPU by enable ubiquitous and consistent wireless use
- Reduce churn
- Bring in new customers due to improved coverage
- Drive additional enterprise user revenues through improved Quality of Experience
- Business users deliver up to 30% of revenue with 120% higher ARPU
- Reliably deliver higher frequency 4G services indoors and maximise spectrum investment
- Access high margin mobile data revenue
- Improved efficiency of the cellular network by delivering high modulation rates to mobile data users



The Solution

Benefits of Zinwave 3000 DAS

Zinwave 3000 allows the mobile operator 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 a multi-service, multi-operator environment.

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 verticals markets

In Summary

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