



PRESS RELEASE

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London Boat Show 3G enabled

- **InBuilding system from Arqiva enables 3G coverage for visitors and exhibitors at premier exhibition**
- **ExCeL London venue offers access to high-speed mobile coverage and 3G data services for the first time**

Arqiva's Wireless Solutions division today announced that it has enabled 3G mobile coverage at the London Boat Show, in association with the Daily Mail.. Visitors and exhibitors at the show, at ExCeL London this week, will be able to take advantage of the high-quality, stable 3G mobile coverage that Arqiva's InBuilding system offers at the venue. The recent upgrade to 3G at the venue fulfils the increasing demand for seamless coverage and will allow visitors to access data applications wirelessly and download video and audio files while at the show. Arqiva's InBuilding system is localised to the ExCeL London venue, meaning that visitors will be able to download site-specific data such as maps of the exhibits or even enter competitions at forthcoming shows.

The coverage upgrade marks another phase of Arqiva's ongoing relationship with ExCeL London which began during the venue's construction in 2000. The InBuilding system was specifically designed to overcome the lack of signal caused by the building's strengthened infrastructure which shielded out external macro cells. Arqiva's InBuilding system is designed to cater for events with large numbers of attendees, such as the London Boat Show, or when the venue hosts multiple events, ensuring optimum coverage across all of the mobile networks at all times.

Timo Bayford, Head of IT at ExCeL London explains, "The London Boat Show is one of our most prestigious events and we are delighted to be able to provide the exhibition's visitors with the coverage they need to carry on communicating with their customers, colleagues and friends. By upgrading our coverage to 3G we can improve the experience and continue to demonstrate that we understand the needs of our exhibitors and visitors, cementing our position as a leading business venue".

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Nick Hyam, Wireless product manager at Arqiva, adds, "Our ongoing relationship with ExCeL London gives us a clear understanding of its needs as a business venue. By upgrading the venue's coverage to 3G, we can enhance the overall user experience and enable ExCeL London to offer reliable and high quality 3G mobile access across all networks."

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More on Arqiva

Arqiva has a 50-year history in transmission and has helped pioneer the technologies of the digital age. The company has five operating divisions:

- **Terrestrial Media Solutions** – provides national transmission for UK commercial television including ITV, Channel 4, Five and associated digital multiplexes, playing a leading role in the run-up to digital switchover. Transmission services also provided to vast majority of UK independent radio stations, both analogue and digital.
- **Satellite Media Solutions** – provides high quality and flexible solutions to a diverse range of international customers. Includes permanent and occasional broadcast services as well as IP, voice, data and digital media networks. Operational bases in London, Gerrards Cross, Winchester, Feltham and Bedford.
- **Mobile Media Solutions** – new division dedicated to the delivery of content to handheld devices. Recent technology developments open up new service concepts and revenue streams for broadcasters, content providers and mobile operators alike. Arqiva is platform-neutral and has mounted pioneering technical and commercial trials with partners such as Microsoft, O2 and Nokia.
- **Wireless Solutions** – provides market-leading, multi-operator infrastructure systems and services to wireless telecoms, transport and interior public space businesses. This is done through a portfolio of over 2400 towers, masts and managed sites, plus InBuilding (indoor coverage) and CityCell (urban coverage) products
- **Public Safety** – provides frontline communications for the UK emergency services, government agencies and commercial organisations including design and installation, system maintenance and fully managed services for mobile radio, telecommunications and mobile data solutions.

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