



PRESS RELEASE

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Vodafone signs up to Arqiva's CityCell service in Glasgow

- **10-year deal sees Vodafone customers across Glasgow benefit from faster service response times, connections and downloads**
- **Innovative CityCell solution designed for high capacity data applications & increased network capacity**
- **Discreet, low power antennas designed for urban use**

Vodafone has become the latest mobile operator to sign up to Arqiva's CityCell solution in Glasgow. The 10-year deal sees Vodafone's 2G and 3G coverage enhanced via Arqiva's fully managed distributed antenna system (DAS). Vodafone will operate across 10 Arqiva CityCell nodes - discreet, low power antennas specifically designed for urban use - to enhance Vodafone's conventional network coverage.

Following comprehensive trials in Glasgow, Vodafone signed the 10-year deal with Arqiva to provide a fully managed 2G and 3G solution, encompassing design, implementation and maintenance. CityCell's street-level antennas connect back to a central base station 'hotel' on an existing fibre-optic network to provide fast and secure connectivity. The added capacity is designed to service the burgeoning end-user demand for data applications such as mobile internet and email as well as video and music services.

John Townsend, Head of National Site Share at Vodafone, said: "We've seen an increasing demand for 3G services since the launch of the technology and we are committed to delivering improvements to our customers."

Bob Slorach, engineering manager for shared wireless solutions at Arqiva, commented: "We have worked closely with the mobile operators to provide a practical and highly cost-effective solution to enable high-quality network coverage and capacity. By centralising all base-station equipment, network capacity can be increased within hours and managed in real time. Above all, we aim to deliver simplified access to expandable 3G coverage."

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Arqiva's multi-operator solution enhances the quality of service for both mobile operators and their customers. By simplifying the handover between cells, mobile users will benefit from near seamless coverage and fewer dropped calls as they move around the city.

Furthermore, the CityCell system can be easily linked to Arqiva's InBuilding systems to decrease the deployment time and cost of providing good quality indoor coverage.

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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:

- **Wireless Solutions** – provides market-leading, multi-operator infrastructure systems and services to wireless telecoms, transport and interior public space businesses. This is achieved through a portfolio of over 2400 towers, masts and managed sites, plus InBuilding (indoor coverage) and CityCell (urban coverage) products
- **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.
- **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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