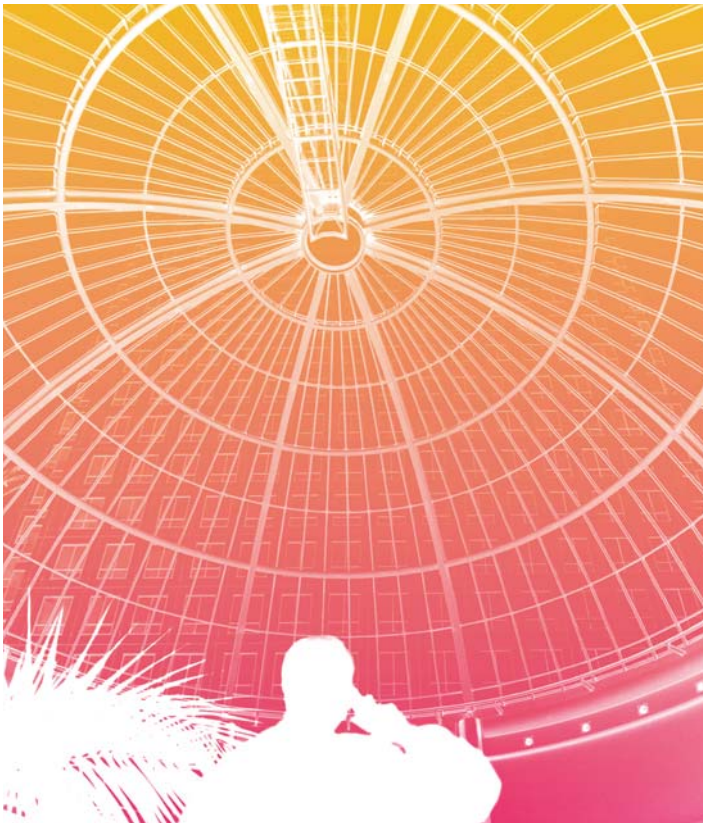


# IN TOUCH, INDOORS. WIRELESS COMMUNICATIONS IN BUILDINGS

The availability of high quality mobile phone coverage is becoming increasingly important in public venues such as shopping centres and leisure complexes.

Using InBuilding from Arqiva, you can ensure the best possible mobile coverage for visitors to your site, even in the most challenging structures.



Maintaining a competitive edge can be a subtle business. Developers, architects and owners are under increasing pressure to provide seamless mobile phone coverage in shopping centres, hotels, conference venues, airports and exhibition centres, in order to attract and retain both tenants and visitors. Mobile phones and their associated accessories and applications have become an integral part of peoples' lifestyles, even more so now with the popularity of 3G phones. Consumers expect to use them wherever they go and demand excellent mobile reception, whether they are indoors or outdoors. Retailers, too, are starting to exploit mobile technology for marketing purposes. As a result, mobile network operators are eager to provide coverage wherever their customers go.

## Maintaining your competitive edge with InBuilding.

### Finding a solution

This situation creates both opportunities and challenges. Providing good quality indoor mobile coverage promises to boost the popularity of a site, and therefore increase revenue. However, the increasing variety of voice and data services demanded by retailers and consumers requires high-quality mobile coverage and ample capacity. In many cases, this cannot be achieved effectively using external masts.

With InBuilding from Arqiva, you can achieve high quality mobile coverage and take advantage of a new revenue stream without having to take on the responsibility of deploying, marketing and owning the system. With the fully managed InBuilding service, we will take full responsibility for the deployment and maintenance of the system as well as marketing and administering the service to all five mobile operators.



### A professional service

At Arqiva, we are committed to helping you achieve seamless and discreet coverage with the minimum of disruption. Our InBuilding systems consist of a number of professionally installed, unobtrusive antennas connected to a centralised equipment location. For greenfield sites, we will work in close collaboration with your architects, consultants and interior designers to ensure you benefit from maximum coverage with minimal obtrusiveness from day one. For existing sites, InBuilding can be deployed out of hours so as to minimise disruption to your tenants and customers alike.

We also work within national and EU environmental guidelines and take care of all health and safety issues involved in the installation and ongoing service provision.

### InBuilding: the way forward

InBuilding is based upon proven technology that has been used extensively to provide excellent coverage in even the most challenging of structures. The antennas are designed to be unobtrusive to the eye and can be mounted discreetly on walls or ceilings. What's more, because the system can be shared by all of the mobile network operators, there is only one set of antennas and one installation process.

### Getting it right

Each InBuilding system is designed and tailored to every individual site and will depend on a number of parameters including the size and layout of the site, footfall and the coverage requirements of the mobile operators. Coverage can be provided in car parks and corporate areas as well as public spaces.

### A service you can rely on

Arqiva has pioneered shared InBuilding solutions in the UK, providing multi-operator systems in a variety of buildings including Bluewater, ExCeL Exhibition Centre, Canary Wharf and XScape leisure centres.

### Benefits

Arqiva's managed InBuilding service offers you the following key benefits:

#### Multiple revenue streams

The InBuilding system can be shared by several mobile operators providing you with an opportunity for multiple revenue streams.

#### Convenience

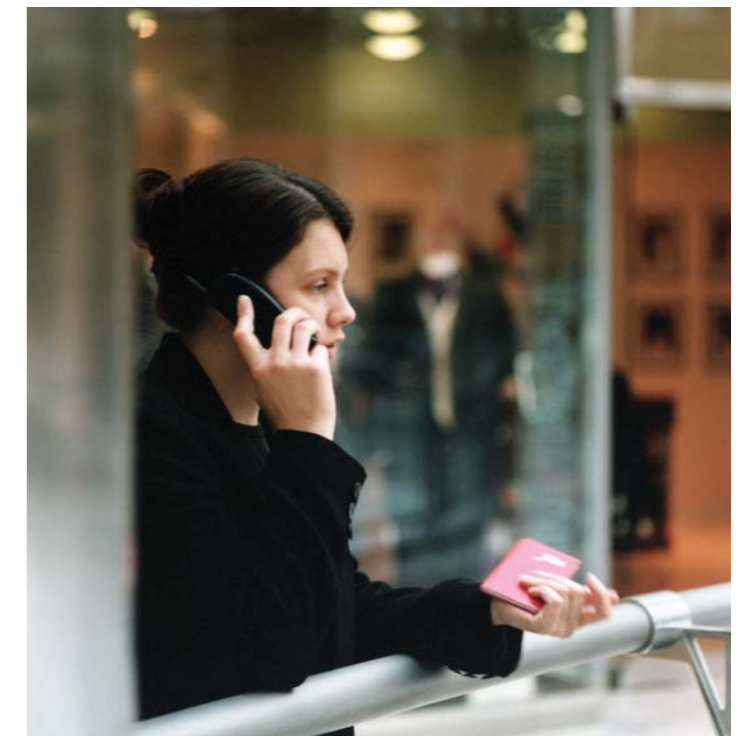
Arqiva acts as the interface between the building owner and the mobile operator. This means we not only offer you a single point of contact, but we also handle all the day to day requirements of the mobile operators.

### Discreet and efficient coverage

As well as being well within international guidelines for radio emissions, our antennas are designed to be discreet and unobtrusive. Another benefit of our InBuilding system is that it allows visitors' mobile phones to operate at a lower power level.

### Future proof

As the InBuilding system is 2G and 3G ready from day one, no future equipment upgrades are required. However, new site developments and expansions can be easily covered from the existing InBuilding system with minimal inconvenience.



## Contact us

To find out more about this compelling proposition and its implications for you as a site owner, contact one of our advisors on **0800 052 6246**, email **wireless.solutions@arqiva.com** or visit our website at **www.arqiva.com**.

**Arqiva's Wireless Solutions provide market-leading multi-operator infrastructure systems and services to wireless telecoms, transport and interior public space businesses. We do this through our own portfolio of towers and masts and managed sites, and our InBuilding (indoor coverage) and CityCell (urban coverage) products.**

**Our valued customers are mobile phone, wireless broadband and business radio operators, landlords, developers, architects and landowners. We partner with leading equipment suppliers to ensure our solutions meet requirements. We liaise with the general public and their representatives and all our work complies with the ICNIRP public exposure guidelines.**



Crawley Court, Winchester, Hampshire, SO21 2QA. UK

**T** +44 (0)800 052 6246

**E** wireless.solutions@arqiva.com

**W** arqiva.com

The information and specifications are current at the time of publication of this material. Arqiva reserves the right to change such information and specifications at any time without prior notice. All of the services referred to in this material are offered strictly subject to Arqiva's full terms and conditions of sale for the particular services, a copy of which is available on request.