



Big Box Retail Case Study



“Selling phones and service plans with no network signal is like selling CDs you can’t hear. Spotwave improved our ability to sell by bringing signals into the building. SpotCell® provided immediate coverage for an in-building area of 75,000 square feet. The installation was fast and effortless and met all the requirements of the national chain.”

Name and company withheld for competitive reasons

The Customer - Wireless Retailer

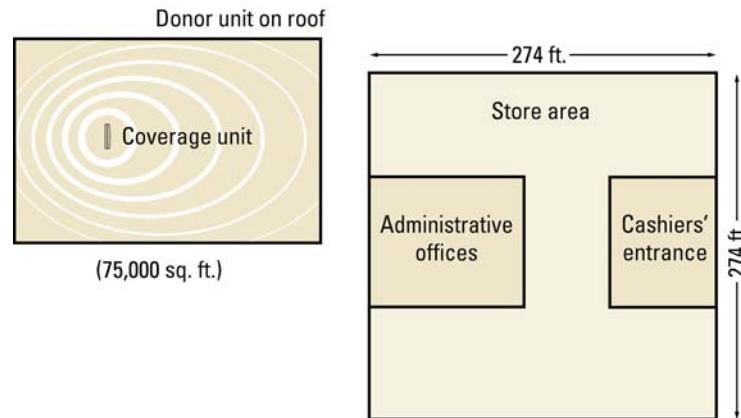
This customer is a leading wireless carrier which operates retail kiosks inside big box stores owned by a national discount chain. The success of the retail kiosk depends on its ability to demonstrate their innovative voice and data wireless services to prospective customers.

The Challenge

The construction materials for most big box retailers block wireless signals from penetrating into stores. The priority was to provide coverage to the carrier's kiosk and throughout the 75,000 square foot building. The solution needed to be unobtrusive and could not damage the building in any way.

The Solution

A site evaluation was conducted throughout the retail area to determine the best solution. Spotwave provided this retailer with a cost-effective solution to extend coverage for the kiosk and throughout the rest of the building. One SpotCell® 100 indoor coverage system was deployed in the store and took less than two hours to complete. The Donor Unit was mounted on the rooftop and cable was run through an existing conduit - no holes needed to be drilled. The Coverage Unit was mounted out of sight, directly above the kiosk.



The Results

Both the carrier and retailer were extremely pleased with dramatic coverage improvements. Before the SpotCell® 100 system was installed, cell phones and wireless data devices did not work inside the building. As installation was complete, sales representatives could complete demonstrations with strong signals, clear reception and good throughput - without leaving the kiosk. The retailer was able to reach staff working on the floor, and visiting customers had the convenience of using their phones while shopping.

For more information on Spotwave and our full line of indoor wireless coverage solutions, please visit our Web site at:

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