



Atlantic Technology Group Solutions Series

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Solving In-Building Coverage Problems

Atlantic Technology Group (ATG) is a premier provider of an extensive suite of lifecycle management services for the wireless/mobile computing professional. One of the practice areas ATG has a great deal of expertise in is what we call In-Building amplification. This offering enables ATG to assist our clients in addressing coverage problems in those areas where clients have a strong signal outside of their building, but have poor reception inside of their building. The benefits of solving this problem for our clients include higher customer satisfaction and lowering the cost of churning from one carrier to another.

ATG's solutions allow our clients to address in-building coverage problems in areas as small as several hundred square feet to several hundred thousand square feet. Our solutions will support signal improvement for both 2G and 3G devices.

Amplification solutions are priced from a few hundred dollars, up to tens of thousands of dollars. The less expensive solutions will provide coverage over a much smaller area and utilize what is called a wide band amplifier in order to improve the carrier's signal. Wide Band amplifiers will provide signal amplification on either the 800mhz and/or the 1900mhz spectrum depending on the type of amplifier being utilized. Amplification will occur on all of the carrier's signals in a given spectrum.

Entry level solutions are used to address small areas such as a home office or small business.. Typically, an entry level solution comes packaged as a kit, these kits include an exterior antenna, cable that runs from an antenna to an amplifier, and an indoor directional antenna that is attached to the amplifier. This directional antenna will send out the enhanced wireless signal similar to the beam of a flashlight. Installation for entry level solutions is typically done by either the home owner, or whoever manages the facility in the case of a small business.

The more advanced solutions require the components to be customized to a client's specific environment. The amplifier is typically a "filtered" amplifier which is going to be configured to amplify a designated carrier's spectrum. The rooftop antennas are pointed at a specific carrier's tower to insure optimal reception. The cabling is designed to be optimal for each client's office and building codes. The indoor directional antennas can be varied depending upon coverage requirements and the layout of the space needing enhanced coverage. An omni-directional antenna will provide a different coverage pattern than a panel antenna.

Installation for an advanced solution will require a professional services firm, such as ATG, to insure an optimal solution.

ATG's partnerships for filtered solutions include the major manufacturers including Cellular Specialties, Andrew's and Spotwave. ATG's partnerships for wide band amplifiers includes manufacturers such as Wilson, Wi-Ex and Cell-Phone Mate.

Contact ATG in order to receive a more in-depth discussion of these capabilities.