



CUSTOMER SUCCESS STORY

# NOMADIC CONNECTIVITY ANYTIME, ANYWHERE

**A** large North American mobile network provider of wireless voice, messaging, and data services for millions of subscribers wanted to offer their customers reliable communication coverage whenever and wherever it is needed.

Currently, the standard practice is to use a microwave solution for expanded coverage and capacity for temporary special events such as concerts or sports. However, the solution is inefficient and costly to set up. The process of erecting a temporary cellular tower can take days because of the need for specialized rental equipment and personnel to manually align the radios.

## HIGH-CAPACITY CONNECTIVITY

This mobile operator needed a wireless network solution to ensure that subscribers receive high-capacity connectivity at any given time or when it's needed most, regardless of location or situation. Requirements included:

- Having the ability to quickly set-up temporary coverage anywhere and deliver high-capacity wireless connectivity to subscribers
- Reducing set-up cost of a temporary cellular tower
- Minimizing worker safety concerns

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**redline**<sup>®</sup>  
communications

## PORTABLE AUTO-ACQUIRE WIRELESS SOLUTION FOR TEMPORARY LOCATIONS

Redline was selected for their ability to offer an outdoor wireless solution that had the portability and ease of set-up that the customer was looking for. Thorough needs analysis determined that Redline's Rapid Alignment System, RAS-Elite, would be ideal for expanded coverage and capacity. The RAS-Elite is a portable auto-acquire outdoor wireless solution, which can be easily transported and operated by non-technical personnel and is designed specifically for temporary and semi-permanent locations. The solution was piloted at a Nascar event which had more than 100,000 spectators, each vying for their bit of data.

## HIGH-CAPACITY CONNECTIVITY IN A MATTER OF HOURS

The pilot successfully met all of the customer's requirements. Subscribers were able to use their devices during the Nascar event with "No Frame Loss", and throughput performance was significantly better than the traditional solution.

The temporary tower with the new Redline solution was able to set-up in a matter of hours

and the customer no longer required the rental of a crane or specialized telecom engineers to align the radio equipment to achieve the required connectivity. Previously, this process would have taken days to accomplish.



The customer estimated that they will save approximately \$10,000 in set-up cost (time, labour & crane rental) for each required temporary tower. Worker safety concerns were alleviated because they were no longer required to align equipment at dangerous heights.

The Redline system has been deployed at four other major events since. Because the solution has been so successful, the customer is planning to use the Redline RAS-Elite for other special events across the country and is also considering it for their national disaster recovery preparedness program so that no matter the situation or location, they can ensure that reliable, high-speed connectivity will always be available.

## ABOUT REDLINE COMMUNICATIONS

Redline Communications is the creator of powerful wide-area wireless networks for the world's most challenging applications and locations. Used by Oil & Gas companies, militaries, municipalities and telecom service providers, Redline's powerful and versatile networks securely and reliably deliver voice, data, M2M and video communications for mission-critical applications.