

Outdoor Small Cell top 5 hot Scenarios Case

NL VDF. Commercial Street



Top5 Hot Scenarios of Outdoor Small Cell



Commercial street



Tourist spot



CBD



Residential area



Suburb

Outdoor Small Cell is flexible deployment in various scenarios



Pole



Bus station



Telephone booth



Advertising



On roof



On wall

Crowd Sourcing Makes Site Deployment Easier for Small Cell

On pole

Batch acquiring resource



TELUS®

10,000+ pole ,
the shipment of
exceeded Macro
in 2014

AIS SoftBank

On wall

Popular site resource



中国移动
China Mobile

Easy deployment
for hotspot and
weak coverage



vodafone
UK VDF London

Bus station

Friendly site resource



vodafone

1000+ bus
stations in NL

Telephone booth

Reuse site resource



PCCW®
電訊盈科

3000+ telephone
booths in 3 years

Advertising

Wide distribute resource



TIM

3000+
advertising in 3
years

Site acquisition is so easy

Commercial Street

Micro



8 times traffic improvement after Micro deployment in NL

Bus Station Solution: Multi-Win with Crowd Sourcing



1000+ bus stations resources in NL JCD



JCD

- Advertise company with rich billboards resources
- Need new channels and value-added services



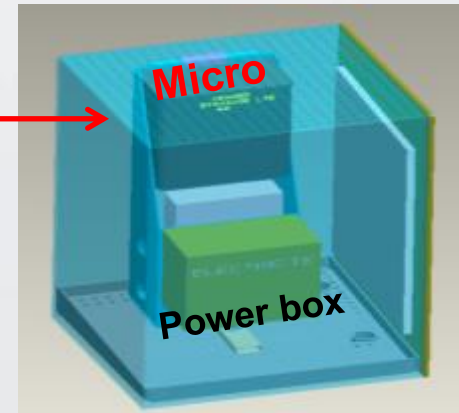
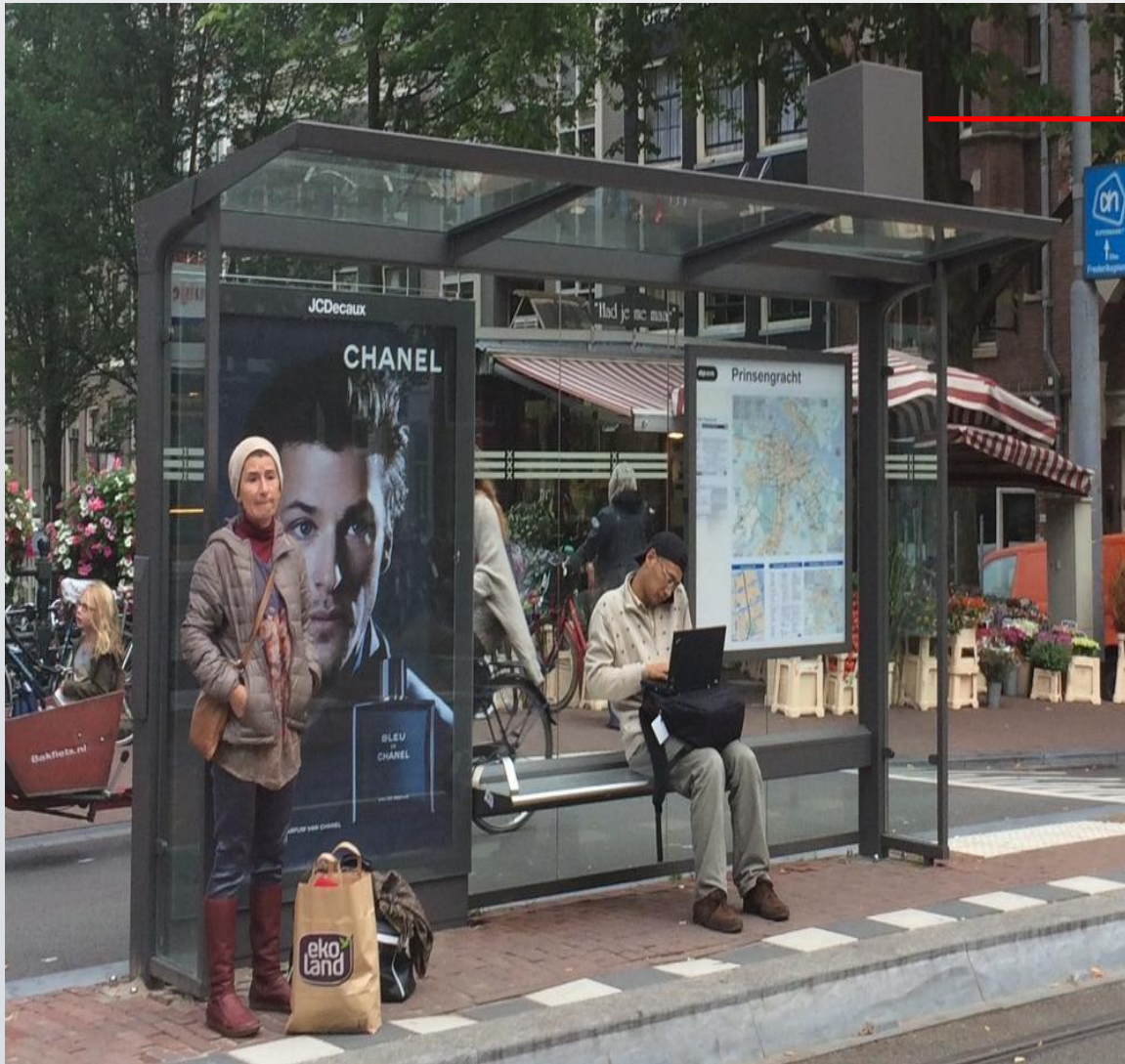
Vodafone

- Need site to ensure good user experience, and improve profitability
- Contribute competitiveness

Huawei

- Provide solutions to operator to build excellent experience network
- Enhance market share and brand

Friendly Outdoor Small Cell Site



Camouflage: Micro+ power box
Share electrical power from bus station



Friendly looks, easy installation



CEO of NL VDF take pictures with huawei Micro in bus station

Rich Backhaul Solution of Micro Meet Diversified Scenario



- Macro site
- Microwave



Microwave Solution

- Easy deployment: 1 person, 70 minutes
- Large capacity
- High QoS
- Unlicensed working band

Micro Stimulate MBB Demand for VDF

the traffic improves **8** times in 1 year



On-Load is obvious after Micro deployment

- Average DL traffic: **400-500Gbits/site** per month
- The traffic improves **20%** per month

THANK YOU



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