

Quintel press release

Tier One 3G Carrier Realizes More Than 50% Capacity Increase, Eliminates Blocking and Improves Customer Experience with Quintel

Network congestion significantly alleviated and customer experience improved in multiple deployments without additional spectrum or antennas

MOUNTAIN VIEW, Calif. and BICESTER, UK – October 15, 2009 – [Quintel](#)[®], a leading innovator of network-efficient antennas for wireless operators, announced today that a world-class 3G wireless carrier achieved more than a 50% increase of measured capacity in multiple deployments. By implementing Quintel's Sectorization in the Vertical Plane (SVP) solution, spectrum and antenna-limited sites were able to consistently increase capacity while eliminating call blocking. The results are significant, in that the carrier will be able to rapidly and cost-effectively realize additional capacity gains during a time of explosive smartphone and data usage.

"The unprecedented growth of wireless applications continues to stress carriers' critical network planning and implementation teams. The ability to add network capacity is turning pent-up demand into actual revenue and increased customer satisfaction." said Steve Obsitnik, Quintel's chairman and CEO. "Quintel's SVP has been shown to improve end-user experience and satisfaction. SVP minimizes the need for additional antennas, and the resultant costs and regulatory approvals. As we all know, there are times when the most effective solution is less rather than more."

Case study background

[A tier one 3G operator](#) is delivering high-end services and, therefore, needs to mitigate spectrum limitations quickly and at the lowest cost to meet demand. In some areas, the network was experiencing both capacity constraints and call blocking, and there were no immediate plans for clearing spectrum to add carriers or new sites. Quintel conducted an analysis, and recommended SVP.

After a 75 day trial, capacity increased by more than 50%, call blocking was eliminated, and customer complaints in the SVP cells disappeared. Quintel innovatively leveraged underutilized vertical spectrum to enhance capacity without the need for additional cell sites, antennas or spectrum.

What is SVP?

SVP is an innovative solution to sectorization that was developed by Quintel to more effectively use existing RF spectrum by adding sectors vertically, as opposed to horizontally. This [approach](#) increases capacity and improves the customer experience. Unlike current solutions, SVP requires no additional spectrum, horizontal antenna sector positions or cell sites to add capacity in 3G networks. In dense urban areas, SVP also improves coverage and capacity into tall buildings while minimizing interference. SVP provides greater spectral efficiencies resulting in increased capacity, significantly improved network quality and enhanced coverage.

“We have now deployed SVP in several different environments with a world class carrier. By enhancing network capacity, it is consistently and measurably increasing customer satisfaction with their 3G services,” added Mr. Obsitnik. Unlike past solutions, which add sectors horizontally, only Quintel's solution utilizes the vertical plane to maximize network efficiency and reduce call blocking on a standard size antenna.”

About Quintel

Quintel is an innovative leader in wireless network antenna technology development and manufacturing solutions. The company's products enable global wireless operators to independently deploy and optimize multiple air interfaces or services on a single standard antenna platform.

Quintel is the only antenna maker whose products can increase a wireless network's capacity, and the number of services, without increasing the number of antennas or size. Its core technologies originated in the United Kingdom's Ministry of Defense, and are now deployed throughout the world. Quintel is headquartered in Bicester, UK, and Mountain View, California, with additional offices throughout North America, Europe and Asia. More information about Quintel is available at www.quintelsolutions.com.

#