

Super Economical Coverage™ — Wireless High-QoS Future for Everyone, Everywhere



Torbjörn Johnson
 Founder, President & CEO
 Radio Innovation Sweden AB

Mr. Johnson has more than 35 years of world-leading experience in the cellular industry. He founded 4 companies; designed and commercialized more than 350 hardware modules for TV broadcasting and cellular communications, designed and delivered 9 generations of BTSs for NMT-450, NMT-900, and GSM-900; sold his first company Radiosystem Sweden AB to Ericsson in 1988 after successful IPO; was a Technical Director with Ericsson; designed low-power NMT handsets and phased-array antennas for cellular applications; recognized as pioneer of mobile telephony and cellular systems innovator.

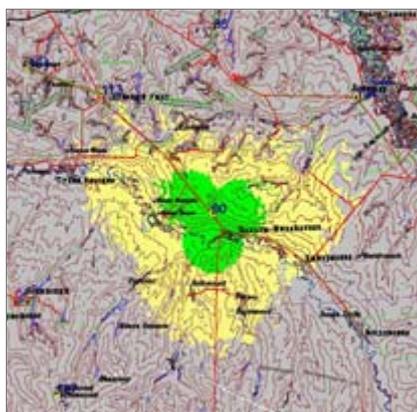
move much faster to profitability, both in the short and long runs, providing professional services and solutions anywhere in the world. By using our SEC™ antenna systems in your green field, expansion or upgrade networks, you can have larger NPVs and cash flows that can be invested to speed up the growth of your company and to provide higher ROI to your shareholders.

With growing competition among cellular operators and market demands for affordable telecommunications, companies hurry to enter new markets — rural areas in developing countries. With enormous territories to cover, low ARPU, and high costs of standard BTS equipment and antennas, operators face a tough problem — how to profit in rural markets where 2–3 billion of their potential new customers live.

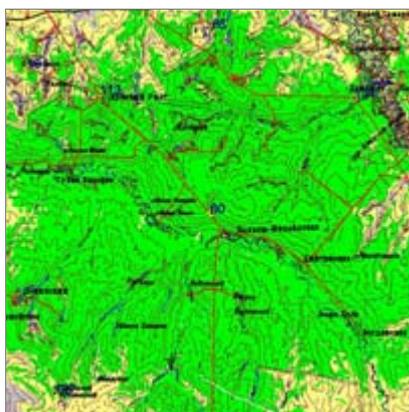
What would you say about a possibility to become the leading cellular operator in terms of network coverage, capacity, service quality, and price? Would you like to become the “King of Coverage”? If the answer is “yes”, please read on about the Super Economical Coverage™ concept which has been developed and successfully tested by Radio Innovation Sweden AB. Coverage solutions based on this revolutionary concept can dramatically improve operator’s profitability, competitiveness, and market position.

Founded on more than 35 years of experience in designing and building 9 generations of BTSs and antenna near products, Radio Innovation has developed a unique offering for business and technological needs of modern cellular operators. Applying a set of 50 proprietary network planning and antenna near component design rules, RI has created a new generation of very high-performance antennas that increase a site coverage area 10–40 times and cut CAPEX and OPEX by 50–95% due to a much smaller number of required premium BTSs and about 1/3 of the usual TRX quantity for a given traffic capacity in Erlang. A typical SEC-Site™ built with RI’s revolutionary technology has a 10–40 times larger coverage area than traditional sites, with annual OPEX/km² and OPEX/MOU reduced from a typical 0.030 USD/MOU to a record low of just 0.001 USD/MOU!

In terms of ROI, SEC-Sites™ give an improvement of 4–6 times, sharply reducing the time to break even, also with declining ARPU. RI can help you to



Standard configuration, GSM-960



Super Economical Coverage™

A single SEC-Site™ replaces 10 standard GSM-960 base stations, increasing a site coverage area 34 times and boosting QoS by 4–5 dB for indoor service. SEC™ antenna systems are 100% compatible with GSM/EDGE, CDMA, UMTS, LTE, and WiMAX. SEC™ is available for different customer densities, ARPU levels, terrains, and traffic patterns.

Please contact RI for details about SEC™ and cooperation options.