



# RETAIL CELLULAR SOLUTIONS

Millions of people visit retail malls, big box stores and shopping centers every day. Worldwide, shopping malls are still the most popular type of retail venue. Today, 75 percent of shoppers use their smartphones in these in-store environments to research products and retailers and to compare prices and make purchases.\*

- Having cellular connectivity is an important component in commanding the attention of these “smart” shoppers.
- In-building Distributed Antenna Systems (DAS) can provide the reliable cellular service that shoppers want and business owners need for efficient retail operations.

## BENEFIT :: DAS & SMALL CELLS

Partnering with SBA Communications provides you with custom solutions:

### ENHANCE THE CUSTOMER EXPERIENCE:

DAS deals with isolated spots of poor cellular coverage so shoppers stay connected seamlessly and stay in-store. It enables digital gateways to the information and apps that today’s shoppers rely on.

### FUTURE-PROOF YOUR BUILDING:

Modernize your property with an advanced communications system that can handle additional new frequencies as carriers license new spectrum and as FirstNet public safety channels come online.

### NO COST AND NO HASSLE TO PROPERTY OWNERS:

SBA funds the network and negotiates directly with our wireless customers. We represent the property and handle the entire deployment process, as well as the ongoing maintenance and monitoring of the system.

## IMPROVE THE IN-STORE DIGITAL EXPERIENCE

Customers require reliable cellular service while shopping. DAS helps eliminate dead zones, reducing the number of dropped calls and lost connections.

In a retail setting where shoppers are connected to more than one carrier network, a neutral host distributed antenna system is the preferred solution. The signal from multiple wireless providers can be distributed and managed from a centralized infrastructure.

Customers want a convenient, relevant shopping experience that offers engagement. Efficient mobile communications enables increased purchasing with online coupons and incentives, comparison shopping, social media product recommendations, point-of-sale, card readers and mobile payments.

Increasing connectivity through DAS improves the marketability of your property. In the future, new retail space will come equipped with DAS to insure all shoppers and retailers have adequate mobile device coverage. Enhanced cellular coverage ensures you attract and retain high-end tenants who demand the cutting-edge facilities they need to attract savvy shoppers.

For emergency services, DAS better facilitates mobile broadband requirements for first responders (the 911 network) – improving the safety of shopping center visitors, store owners and employees.

The International Council of Shopping Centers (ICSC) states that U.S. shopping center retail sales total more than \$2.26 trillion, accounting for over half of all retail sales. As more consumers rely on their wireless devices while shopping, consistent cellular service through in-building DAS is as important to retailers as advertising in driving consumer satisfaction and sales.

## INCREASED PRODUCTIVITY AND RELIABILITY

Overcomes obstacles in retail spaces such as low-e glass, concrete and steel framing that often make it difficult for radio frequency cellular signals to get inside a building. Helps retrofit buildings constructed prior to the rise of mobile communications.

Supports a larger number of users and devices, more reliably, than Wi-Fi. Scales so new carriers or frequencies can be added to the system after deployment – future-proofing the system.

Provides seamless coverage and capacity in retail settings, enabling the introduction of more mobile-driven devices (wireless security systems, thermostats and lighting control) – increasing the operational efficiency of the retail space.

## BENEFIT YOUR BOTTOM LINE - AT NO COST TO YOU

Distributed Antenna Systems distribute radio frequency (RF) signals from a central point to antennas located throughout a facility to provide seamless wireless coverage and capacity. The improved cellular coverage helps to increase sales. It also helps the value of your real estate asset by helping to increase the price per square foot.



\* AdAdapted.com/YourDigitalShoppingAssistant

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