



## Executive Summary

# Closing the connectivity gap in hotels and conference venues

The case for investing in enhanced indoor mobile connectivity.





## The need for change in indoor communications

Look at any mobile coverage map of the UK and, outdoors, you'll find figures typically exceeding 90% connectivity when it comes to 4G, and the growing penetration of newer, ultra-fast 5G coverage.

Inside it's often a different story. According to the UK's telecom regulator OFCOM, thick walls, steel window frames, ceilings and pillars can impair indoor coverage. At the same time, buildings in the 'shadow' of others can find their mobile signals blocked. The result: users can't make or take calls or access their mobile apps.


Poor mobile phone coverage doesn't just create frustrations for hotel guests, conference delegates, concession partners and staff alike. Areas of poor or non-existent connectivity can compromise the smooth running of front and back-of-house operations and disrupt the handling of mobile payment solutions.

In today's hyper-competitive hospitality market, where reputations and bookings can be impacted by negative online reviews, great indoor connectivity is now a commercial necessity.

Just like power and water, mobile communication is now considered a utility. Everyone has an expectation and need for reliable indoor coverage.

The value it brings to business is considerable, and enhancing coverage is easier than you may think with a Cellnex UK multi-operator indoor connectivity solution.




A man with a beard and glasses, wearing a grey suit jacket over a white shirt, is smiling and looking at his smartphone. He is standing in what appears to be a modern office or building interior with large windows and a potted plant in the background.

These indoor connectivity solutions can be deployed during construction or retrofitted during building refurbishment, and in parts of the building or across the entire venue as required.

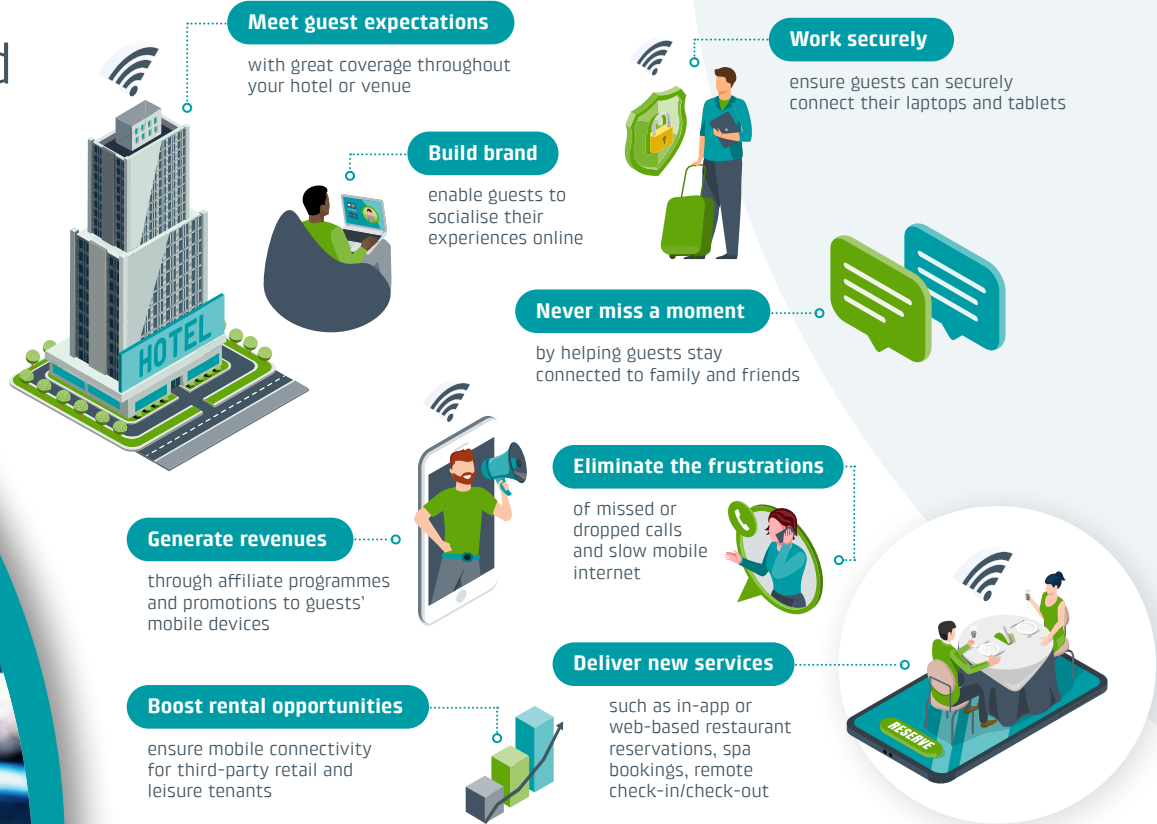
## Indoor connectivity explained

**A popular, high value indoor connectivity option is a distributed antenna system (DAS).**

Here, a network of radio units and small antennas is connected back to a technical room that houses the mobile network operator's (MNO) equipment. The antennas then distribute the signal around the building – filling mobile coverage gaps and delivering the fast and reliable 4G or 5G connectivity that users need.

A stylized, light grey graphic of a city skyline with various skyscrapers of different heights and window patterns, located at the bottom right of the page.

# The business value of staying connected



# Delivering connectivity, protecting investments

Business and leisure customers have high expectations when it comes to mobile phone coverage and data speeds. If guests can't stay connected to family, friends or work colleagues, their experience will be compromised.

Today's conference delegates and business professionals depend on their smartphones for far more than just voice calls alone. Alongside accessing a host of business apps, they're using their phones to view and respond to emails and securely access important documents and files.

Great connectivity is also an operational 'must have' for hotels and conference venues. From powering a new generation of 'smart' in-room amenities and revenue-generating branded apps, through to enabling staff and suppliers to stay connected, mobile coverage and capacity matters.

All too often, however, people struggle to get a signal, and can't make a call or check an email or mobile app. This can prove highly frustrating and disruptive for guests, delegates, event organisers and staff.



## Indoor solutions from Cellnex UK

Cellnex UK can help you bridge the gaps with a broad range of cost effective indoor connectivity options, funded through a range of flexible commercial models.







## Continued

As a neutral host – an independent provider working with all mobile operators – we can deliver fast, reliable indoor connectivity from all four UK mobile operators as an end-to-end service.

Plus Cellnex UK is continually innovating our solutions as technologies evolve. For example, exploring options to deploy solutions to the new Joint Operator Technical Specifications (JOTS) Neutral Host In-Building (NHIB) architecture which promises to further reduce the costs of delivering indoor connectivity.

We will engage with mobile operators and third-party suppliers on your behalf as your single point of contact, with **network management and 24x7x365 monitoring delivered as standard.**



Purpose-built **4G/5G solution**



Coverage from **all UK Mobile Network Operators**

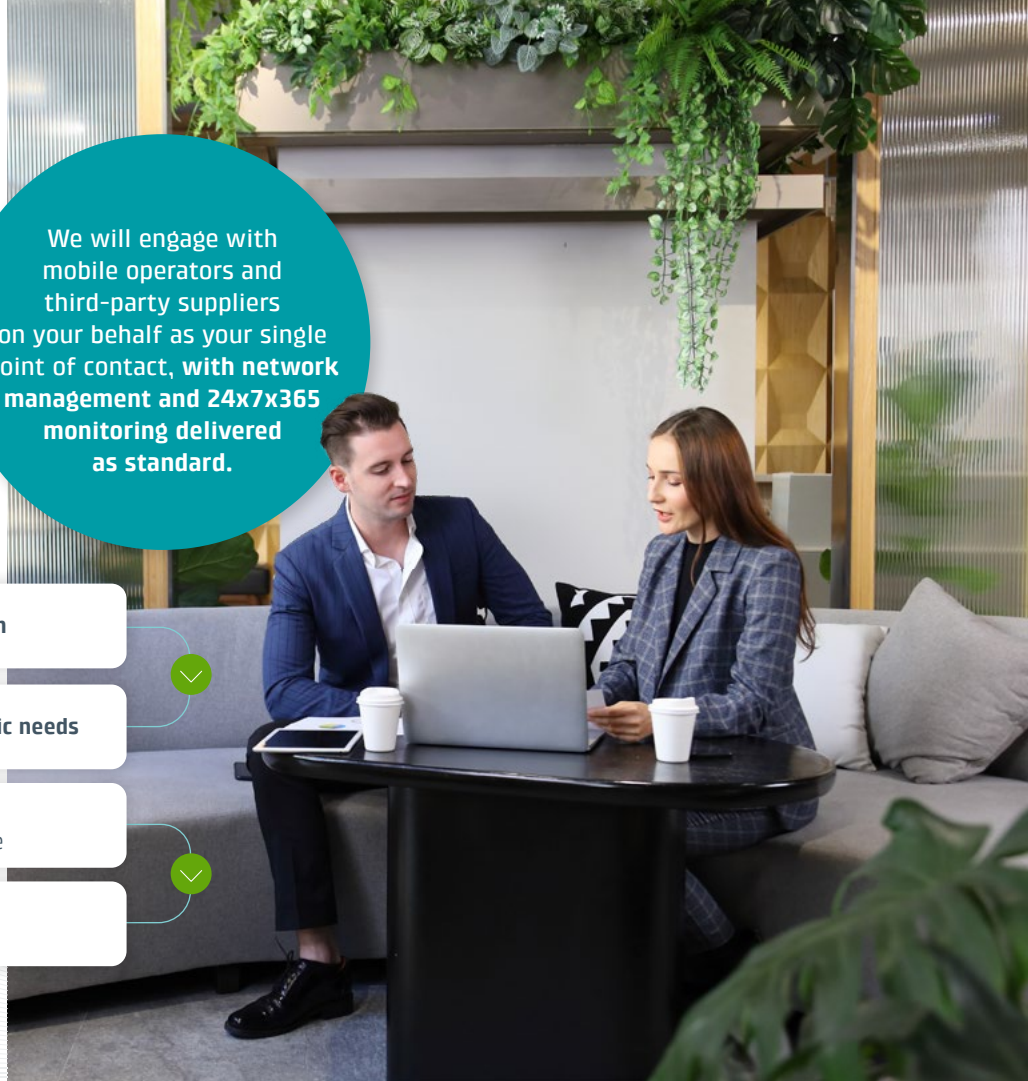
Tailored to meet your **specific needs**

**High data speeds** and coverage throughout your venue

**Fully managed solution** supported over its whole life



**Flexible commercial models** to suit your business



Cellnex is a UK Critical National Infrastructure Provider and one of Europe's leading telecommunication companies. We have extensive experience deploying indoor solutions in transport hubs, commercial real estate, retail outlets, hospitality venues and more.

Find out more and book a meeting with our Indoor Connectivity experts, get in touch at:  
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