

## Shopping for Cellular Coverage Solutions Online?

### **Are you looking for a sophisticated communications solution or a cell phone charger?**

The material found on-line about cellular amplifiers, distributed antenna systems (DAS), cellular coverage solutions, etc., is all over the place, as are the companies who sell them and it can be confusing. Unfortunately for businesses, their buying decisions are made even more difficult when many on line retailers make it seem like buying these solutions is like buying cell-phone chargers; specifications with an overwhelming emphasis on price.

### **Cellular coverage solutions are not simple... if designed correctly**

Cellular coverage solutions for businesses are essential to their day to day operations and in today's world, an important element of public safety. For anything more than an average-size home, these systems are very complex and there is a lot more to consider than the amplifier manufacturer's published power (dB) and coverage area (sf) specifications.

Incorrectly designed, configured or installed systems can result in poor performance, increased downtime or completely inoperable. It can prove to be very costly in terms of time, resources and money for businesses to diagnose and solve these problems. On top of that, if your system causes issues with a carrier's tower, you risk being fined \$100k per incident by the FCC.

### **Buying Online**

To confuse matters even more, many on-line retailers number one selling point is their "Best Price Guarantee". In the industry, they are called "Box Movers". They are known for moving as many products as possible at a low price through their website and out of their warehouse.

To keep overhead low, they typically rely on the manufacturers to provide support. Subsequently, the staff of these "Best Price" retailers usually have no formal training, no hands on testing or installation experience. Their free design services is an inaccurate and irresponsible process based on the amplifier's specifications for coverage area and then consists of drawing lines and circles on a floor plan as a best and sometimes logical "guess". In addition, they may sell you a name brand amplifier, but the additional components are most likely intended for consumer use and don't meet enterprise standards for quality.

### **Why Powerful Signal**

Powerful Signal is a pioneer in the commercial cellular coverage solutions industry. We have been designing and installing solutions throughout our entire ten-year history. Our team's collective technical expertise and practical hands-on knowledge far exceed our closest competitors as well as the top five cellular amplifier manufacturers. We have been serving the small to medium sized business and enterprise market as far back as 2011.

To responsibly and accurately design and configure cellular coverage, we always consider the strength of the donor signal, the size of the required coverage area, the structural composition of the building, practical locations for antenna placement, and the length of cable runs and usage load. Once designed and configured by one of our expertly trained design engineers, using only enterprise-grade components, and installed by one of our experienced installation partners, the result will be even cellular coverage throughout your building and a system you can rely on.