

## **Customer Challenges**



- Cellular Dead/Weak Spots through out Schools
- 911 Calls
- IOT Devices (vending machines, POS)
- Student/Faculty calls
- 2 Factor Authentication
- Parking Mobile Apps



- LEED Certified Buildings
- Low E-Glass blocking signals
- Emergency notifications missed
- Tenant frustrations
- Lease renewals impacted



- Building construction with metal roofs obstruct calls
- Visitors connected to family members while shopping
- Shoppers step outside the store to get a stronger signal disrupting their in-store experience
- Shopping cart abandonment rates on the rise impacting revenue

## Measuring Poor Cellular Signals

- Phone 'bars' are subjective measurements;
  - three bars with one carrier = four with another
- Best way to test for cell signal quality is by dB. - 50dB to -120 dB
  - -50D is best
  - 120 is worst
- You must conduct dB reading with the right technology throughout a facility to get an accurate depiction of dB strength









#### The Solution

- Cell Phone Booster to increase voice and data signals
- Bidirectional amplifiers which detect and collect faint signals
- Amplifiers to rebroadcast the boosted Cell signal to weak and dead spots



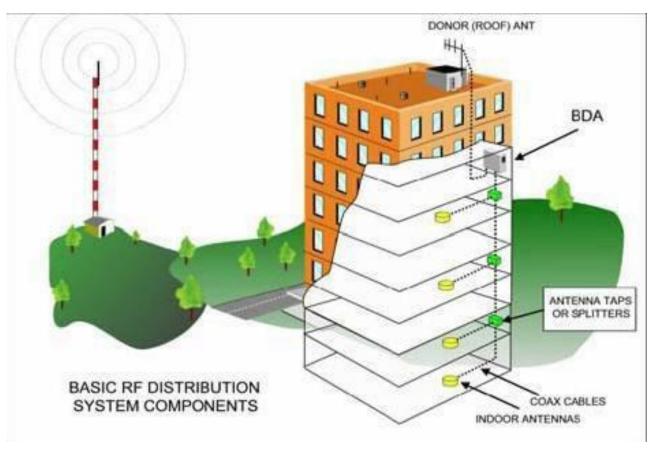
# Why MABC?

- 32 Years serving Virginia, Maryland, North Carolina and West Virginia
- Platinum Certified delivery partner
- 3 Year warranty with ongoing support options
- Remote Cloud Monitoring

# **Implementation**

- 1 time purchase no monthly subscription fees.
- Licensed by the FCC to support all carriers
- Deployment time: weeks
- No user sign-on required
- Clean and simple by MABC certified installers

# Thank You! Please contact MABC to learn more



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