



Higher revenues

Regardless of payment plans, CellMax antennas provide ways to increase revenues. More subscribers or faster speeds? Either way, the high efficiency of CellMax antennas helps carriers make the most of their investment in network and spectrum.

CellMax antennas offer opportunities to upsell data. This is because CellMax antennas allow carriers to offer customers increased speed and satisfaction when using apps, by increasing network capacity by an average of 30% (bits per second per hertz). This encourages people to use their devices more and buy more data (increasing ARPU).

Data consumption and revenue also increase because CellMax antennas high efficiency enables greater access in more places, especially indoors and in remote areas.

30% more network capacity

Increasing network capacity by an average of 30% (bits per second per Hertz) performance also allows carriers to **add more subscribers** within the same spectrum without degrading the subscriber experience.

With higher performance, customers will stay on the network longer, instead of switching to Wi-Fi. This offers carrier the opportunity to know more about their users' online behavior and better **monetize user data**, a possible source of additional revenues.

Monetize user data

With higher performance, including improved indoor penetration, customers will likely stay on the network longer, instead of switching to Wi-Fi as soon as they can. This offers carriers the opportunity to follow and learn more about their users' online behavior, a possible source of additional revenues.

CELLMAX TECHNOLOGIES

Box 1236, SE-164 28 Kista Sweden VISITING ADDRESS: Gullfossgatan 3A, SE-164 40 Kista, Sweden

PHONE: +46 8 755 12 80, FAX: +46 8 755 12 81

E-MAIL: info@cellmax.com www.cellmax.com