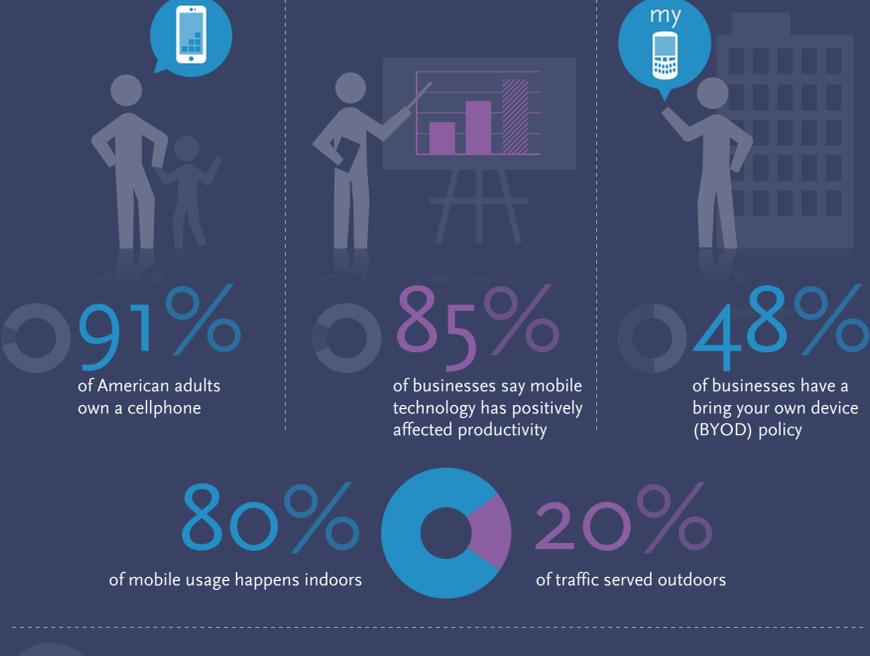


INDOOR SMALL CELLS:

A Guide to Mission-Critical Communication

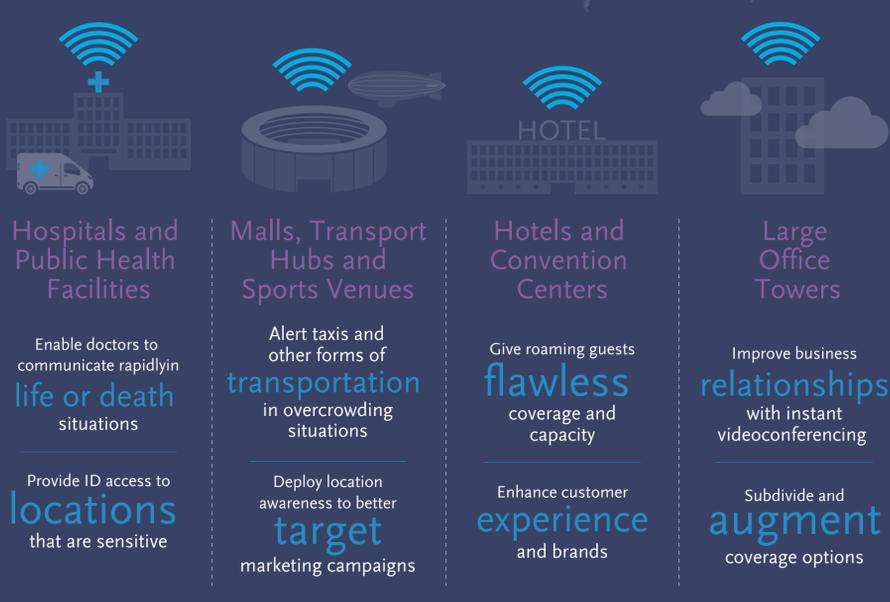
Mobile networks have never mattered more. Connections are set to double and data traffic will increase 11-fold over the next five years.



Enterprises increasingly view 'five bars everywhere' coverage as an essential amenity, not a luxury. Furthermore, it is critical for saving lives. Emergency responders rely on location services to accurately pinpoint callers in distress.

It's estimated that Small Cells can benefit **9.7 million buildings**

in G7 countries, a 2013 report commissioned by Small Cell Forum notes. Data indicate Small Cells can benefit key verticals where activity is highest:



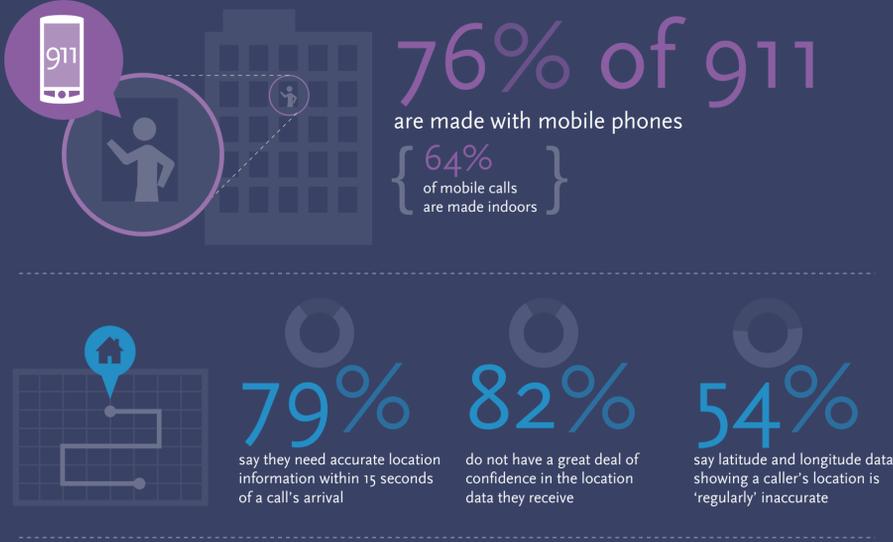
How can these networks be designed, managed and operated to handle the indoor coverage and capacity?

Multi-technology small cells (3G/4G/Wi-Fi) provide increased voice and data coverage and capacity indoors at a significantly lower cost than other solutions on the market.



Good enough is not acceptable

In order to respond rapidly to life-threatening crises, emergency medical personnel must rely on indoor calls to go through on the first try. In 2014, a survey of 911 personnel revealed that:



Proposed rules by the Federal Communications Commission would set deadlines for improving the location accuracy of indoor 911 calls within 50 meters of a phone, NBC News reports:



Prepare for the next generation of integrated Small Cells

The future is bright:



And you don't have to do it alone



To learn more about Small Cells, go to www.cisco.com/go/smallcell



Sources

- Source 1: "Cisco Small Cells: What's New." <http://www.cisco.com/>
- Source 2: "Cisco Licensed Small Cell Solution: Reduce Costs, Improve Coverage and Capacity." <http://www.cisco.com/>
- Source 3: "Mobile Industry Leaders Provide A Glimpse Of Our Future". <http://www.cisco.com/>
- Source 4: "The Business Case for Enterprise Small Cells", pages 5-6, 60. Real Wireless Ltd. Nov. 20, 2013.
- Source 5: "Survey of 9-1-1 Dispatchers Finds Many Indoor Callers Cannot Be Located on Wireless Phones". Find Me 911 Coalition. April 24, 2014. http://findme911.org/wp-content/uploads/2014/04/PSAP-survey-release_final.pdf
- Source 6: "Why Calling 911 on Your Cellphone Is Not Always a Good Idea". Weisbaum, Herb. CNBC via NBC News. May 7, 2014. <http://www.nbcnews.com/tech/security/why-calling-911-your-cell-not-always-good-idea-n99736>
- Source 7: "Cell phone ownership hits 91% of adults". Rainie, Lee. June 6, 2013. Pew Research Center. <http://www.pewresearch.org/fact-tank/2013/06/06/cell-phone-ownership-hits-91-of-adults/>
- Source 8: "Sage SMB Survey on Mobile Devices". Sage Software. March 2013. http://na.sage.com/~media/site/sagena/documents/surveys/MobileSurvey_US